

Beer Can Collectors **NEWS REPORT**

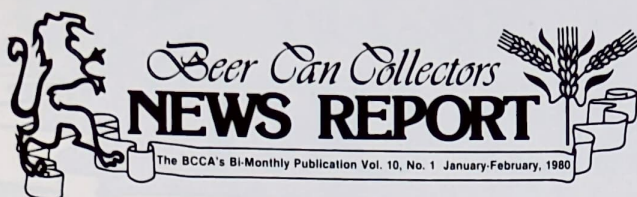
The BCCA's Bi-Monthly Publication Vol. 10, No. 1 January-February, 1980



JOE ORTLIEB

He's Rolling Out Some New Cans

page 5



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What's on tap

REINDEER BEER No, it's not a new can commemorating a town festival in Finland. It's an old flat top that's been around for years. One member tells how he tracked down this elusive can.
 page 11

CAN OF THE YEAR Members of the Schell's Border Patch Chapter had the honor of presenting the BCCA's "Can of the Year" trophy to the August Schell Brewing Co., in honor of their Hunter's Special Beer.
 page 23

PBC UPSWING Iron City, I.C. Light, Robin Hood Cream Ale and dependable Olde Frothing-slosh are a few of the important reasons why Pittsburgh Brewing Company posted its best quarter in sales volume since 1975.
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AND . . .

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Happy Birthday to a Great Club!

By Larry Freeze #5937
Editor

Another new year is here, and for many reasons it promises to be a special one for the BCCA and its growing roster of members worldwide. Most importantly, the club has reached a long-awaited milestone. We're now a healthy 10 years old! And that's a fact worth noting.

To commemorate this important occasion, the board of directors is planning a few surprises at Convention X next September in Hershey. Details aren't finalized yet, but some interesting features are on the drawing board in honor of our 10th anniversary. Make plans to be there for a tremendous Convention.

The year 1980 is special in another respect. For only the third time in its decade of existence, the BCCA's *News Report* will have a new editor. I'm sure most of you are wondering — and with good reason — who he is.

Well, I've been a collector for 10 years and a BCCA member since 1975. That's not long compared with the tenure of some fellow members. That accounts in part for the fact that many people don't know me. And, I'll admit I don't know as many members as I would like to.

That could be regarded as a disadvantage in a job like this. If it is, I hope to begin rectifying that situation in the months ahead. On the other hand, there are also some pluses to consider.

For one, I'm a professional editor and I feel I can do the kind of job with the *News Report* that will make you want to read it and make you proud to belong to the club.

Secondly, I feel I can look at this job as objectively as anyone. I represent no special interests. I have no axes to grind. I think that I can look at our hobby and our club impartially and — through the *News Report* — do what is best for both of them. I realize it will be impossible to please every member all the time with regard to what the *News Report* contains. But with your help and understanding, we can keep it an excellent magazine.

Which leads to another point. Before 1980 gets too far along, I believe that every member of this organization owes a big "thanks" to Lonnie Smith for the great strides he has taken with the *News Report*. In over four years as editor, he's worked to elevate the magazine to a high level of professionalism. I hope during my stint as editor to build on this foundation and uphold the tradition he established.

A word of appreciation must also be expressed to the assistant editors who have helped make the *News Report* an outstanding success. I'm proud and grateful that every one of them has agreed to stay on. That can only mean good things for the magazine and the BCCA.

Finally, let's not overlook another group of dedicated workers — the officers, board members and committee chairmen. The more involved I become with the BCCA, the more I realize the incredible amounts of work that are donated by these people to help make this the best and most enjoyable club of any kind.

If at all possible, try to attend a board meeting sometime soon. I think your eyes will be opened a little bit wider upon seeing the efforts and contributions they make for our organization — all on their own time.

There's no doubt about it. The BCCA has come a long way in just a decade. Let's hope that 1980 is the start of another fruitful and enjoyable 10 years.

I hope you enjoy this first issue of 1980. And remember, it's *your* magazine. Please make contributions and suggestions.

President's message

After four and a half years, the Beer Can Collectors of America bi-monthly *News Report* is looking at a new editor. He is Larry Freeze of Topeka, Ks. I know that he will do his very best to put out a paper that all the members can be proud of. He has some good ideas and only time will let us see what they are.

He knows that in order to follow the example set for him that he must do a good job. I am sure that many of you showed Lonnie Smith how you appreciated the fine job he did while he was editor by selecting him as Collector of the Year.

As the year of 1980 begins, I look forward to meeting many of you at some of the various mini-sessions around the country. As yet, I have not set any schedule, so don't be surprised if I walk in sometime.

I look forward to a year of steady growth for the club, but I need help. Let us all work to keep this a hobby, and let us — the officers and the board of directors — feel that we are doing our job.

Time was wasted when we asked for membership approval of the Constitution and by-laws when only one per cent of the membership replied. And, when the balloting for Collector, Can and Series of the Year was tabulated, only 2,030 took the time to vote. This is your club, so let everyone be a part of it.

As a friend of mine in the Dakota Chapter recently wrote, "Let this organization have a new birth of membership and this organization of the collectors; by the collectors; and for the collectors shall not perish from being a hobby."

Sincerely,
Kit Hall #166

Chapter brewings

By Jim McCoy #136

PHOENIX REVISITED

I heard that all the girls of the night left the hotel because the best offer they could get was three current cans.

Schell's Border Batch Brewings

JUST CALL HIM "OLIVE" GREEN!

In the news and scuttlebutt category: Craig Green continues to be the hottest chapter dumper. Those who attended the last meeting saw his latest find, an olive drab Sicks Select that, to the best of our knowledge, was not previously known to exist. Craig found a number of these cans which must be among the rarest varieties from Washington state.

Rainier Ripples

ALL CANS HAD TO BE NEW AT ONE TIME!

A lot of collectors complain about all the new stuff on the market, and admittedly there is a lot. Some of the more \$\$\$ aware dealers try to get more for some cans than they're worth; but new cans are the name of the game. They help keep a lot of people collecting who otherwise might drop out, and they are fun, some are even super displayable. So when you can't reach out for those "Golden Oldies," you can still add to the collection with some NEW BREW.

Windy City Chapter

BETTER START PLANNING FOR HERSHEY NOW!

Airline fares are going up. If you booked your flight prior to November 1, you could have gotten a United Airlines round trip super saver fare to Philadelphia for \$336. Right now the fare has gone up to \$376. United estimates that air fares will go up 50 per cent by next year. If you book your reservations and buy your ticket right now, they will fly you next year at today's air fares. United's super saver fare is the cheapest fare available. To get it you have to stay a week.

Aztec Newsletter

WHY BOTTOM OPENED?

I've been collecting cans for over five years now and I still haven't found out why a can should be bottom opened. Even non-collectors tell me they heard a can is more valuable if the tab is still there. I look at the cans on my shelf and the bottom opened and top opened cans have just as much appeal. In fact, some of my better cans have no tops at all. When they're on the shelf, no one knows.

Johnny Appleseeds

LOST AND FOUND DEPT.:

From the Ames, Iowa, *Tribune*: "Lost — Beer, keg and tapper, Please return keg and tapper, You've got your reward."

Garden State Newsletter

YES, VIRGINIA, THERE IS A PLACER BREWING CO.

Excerpts from a letter signed by William Connelly, President, Placer Brewing Co.: "We at Placer Brewing are concerned about rumors that there is no such brewery as Placer. . . This is totally incorrect. Our brewery is open to all during normal business hours for inspection. I am in business to sell beer, not cans. I was persuaded to come out with cans by my distributor . . . Less than 1,000 cases were made (813)." Attached to this letter was a photo copy of a "Brewers Notice" (license) with brewing equipment shown as "mash tubs, brew kettles, fermenting tank, bottling and canning equipment." Note: Greg Fry and John Proudfoot have both visited the brewery in Auburn, Ca. Both said the location is an office located in an industrial complex. If it is a brewery, it's the most unusual one in existence.

Golden State Newsletter

IF DAN INVITES YOU OVER TO HAVE A BEER, DO YOU GET TO KEEP THE CAN?

At Western States Mini-Convention 3, the first "Dan Andrews original" took place. At the end of the banquet, he unveiled two iced-down soul cans and promptly bottom-opened both with a 1935 Krueger "church key." Not to be out done this past year, again at the end of the banquet he unveiled a full "Puritan Cow" . . . much to the crowd's delight. He promised an even better surprise in 1980 . . . Don't miss out on all the fun.

Aztec Newsletter

CLIPPER BEER BY MILLER IS GOING OBSOLETE

Now might be a good time to run out and get a few cases to put away. We checked with Mesa Distributing, who is the San Diego area distributor for Miller Beer, and got the following story on Clipper. They will not be allowed by Miller to sell any Clipper at the wholesale level after Sept. 26. However, you will be able to find existing stocks in the stores after that time. According to Mesa, Clipper will be kept off the market for at least six months. After that time Miller will consider resurveying the market for a low calorie dark beer. Although Clipper sold very well in the San Diego market, it is being discontinued as it bombed in all the other test markets.

Aztec Newsletter

INTERESTED IN 16s?

New BCCA Chapter: the Pint Size Chapter, for those who specialize in 16 oz. cans. Contact Mike Andorf, Rt. 1, Rawley, Iowa 52329.

Golden State Newsletter

(Continued on page 12)

Here's A Brewer Who's Really Into His Work

"Pardon me." This is about a guy named Joe who owns a brewery, a red brick brewery in lower Kensington, and as our story begins he is discreetly suppressing a belch.

Mind you, I do not intend to suggest he is a paunchy-raunchy-raucous-undershirt-clad clod. Au contraire. His number-two drink happens to be Almaden wine. He is a decidedly articulate college graduate. He also studied engineering, microbiology, chemistry, physics and economics in brewmasters' school. He has a close-to-the-surface sense of fun that often emerges when he writes his own clever, convincing ad copy. He has installed a tennis court near his eight-bedroom baronial mansion. He is slimmer than his photographs. His well-fitting brown striped shirt and tan slacks show he is a reasonably fit early-50s executive. And he is learning to play the harmonica by listening to a lesson cassette while he drives home in his caddy.

If you're wondering why I've gone on so long without mentioning his last name, it's because even he shies away from using it. "After 100 years you should get used to it, but it's a difficult name to hear and to understand and to say. It's so much easier to say almost anything than 'Give me an Ortlieb,'" he maintains, which explains why he has taken to urging "Try Joe's Beer" instead, insuring himself instant immortality on local TV and in neighborhood taverns, where, he claims, his beer is a big seller.

"A cop stopped me," Joe Ortlieb says one afternoon in his spacious office, "and when he recognized me he said I'm not gonna give you a ticket, but you know, your beer tastes lousy. Well, they say the same things about other brands. Besides, he didn't give me a ticket." Was he speeding? "He said I ran a light." With beer on your breath? "No," he guffaws, "I was on my

(Continued on next page)

On the Cover . . .

Joe Ortlieb lines up a portion of his brand arsenal, including the recently-introduced Coqui 900 Malt Liqueur. Coqui (pronounced Ko-Kee), by the way, is Spanish for "treefrog." What kind of a name is that for a malt liquor, you might ask?

The new brew, according to Joe, is being aimed toward the black and Puerto Rican market along the East Coast, and eventually into Puerto Rico itself. "Coqui" is a prominent word found in an old Puerto Rican legend, and it is used extensively there in connection with other products.

"It's an interesting story," Joe says. "According to the legend, a prince is banished from the kingdom and a princess perpetuates his memory by saying 'Coqui.' So we thought it was a good connection."

Coqui is packaged in an attractive 12-ounce

and 16-ounce can. It is basically gold, with red lettering and crown. It is currently distributed from New York to Virginia, and will reach Atlanta and the Carolinas shortly. By March 15, Joe hopes to have Coqui in the Chicago market.

Collectors should also keep alert for some other Ortlieb introductions before long. "Our new O'Shaughnessy Stout is only out in a bottle now," Joe reports. "But we have a can design worked out and approved. We hope to have this out by summer."

The same is also true for Ortlieb's new non-alcoholic malt beverage, Birell. This brand should be available in cans very soon. And McSorley's Ale is already out in cans.

So, it looks as though Joe Ortlieb, a card-carrying BCCA member (#7600), is looking out for his fellow collectors — and keeping his brewery in good shape at the same time.

Photo courtesy Brewers Digest

Joe Ortlieb . . .

(Continued from previous page)

way to work. Nah, I don't usually have a beer till lunchtime."

And today? "Well, so far I've had about four for lunch, and three before lunch, that's seven," he calculates. "So this is my ninth beer today." What's a typical day? "Oh, I could have 15 beers, but this is not something I like to go around telling people I drink a lot of beer. It's just that some people drink coffee. Well, I have a cup of coffee with my breakfast in the morning and then I just don't drink coffee. I won't even have coffee at dinnertime. I just drink beer."

"But you know," he cautions me again, "I wouldn't want it interpreted Joe Ortlieb drinks 24 bottles of beer a day. I don't think that's a good thing anyway. Actually I really shouldn't consume as much beer as I do. But . . ." — he demonstrates with a bottle — "this is a new type of cap we have, easy opening, and I was just fooling with it and, well, the beer had a way of finding itself into a glass." He grins.

How does he avoid being foggy? "Maybe I enjoy the fogginess. Maybe it's comic relief. I guess it might fog me a bit, but I don't feel it. I really don't drink as much beer as I might lead you to believe," he reconsiders. "You know, there is a certain amount of sobriety required to run a business. You can't walk around half in the bag and a guy will ask you questions and I could give him a dumb answer which might be a bad decision."

"I'm here to make good decisions, and make money, which I have, and I don't want to jeopardize those decisions by drinking too much beer during the day. It's just the thing around a brewery you drink beer. I guess if I were in the coffee business I'd drink coffee," he muses. "Anyone who tells you you cannot become an alcoholic drinking beer is wrong. You can," he says sadly. "I don't think I am, because like everything else, I test myself. I'll decide not to drink at all for a week. Yeah, you have to do it. Just to be sure that you're running your own show."

"I don't *have* to do it," he protests. "Like last winter I had the flu and couldn't shake it off, didn't feel right. So I didn't drink anything for a whole week." But that, he says, is the exception. "At lunch today, I was with some people selling us some equipment. I had three beers. Now they had — two bloody marys, two scotches and water, a martini on the rocks and a gin and tonic. But I drank beer," he crows. "I don't drink alcohol."

"I call *them* alcoholic beverages," he chuckles. "I just don't drink them very much because that would affect me. But those guys each had two drinks and then lunch came and then we all had beer so I guess they actually consumed more concentrated alcohol than I did. But really, in the industry, we don't like to talk about alcohol too much, because, well, it's a very real thing. I'm vice president of the Brewers Association of America and we have a doctor from

that famous medical school outside Washington and he has a grant to look into this thing. It's a very real problem," he says, obviously avoiding the word "alcoholism."

Joe Ortlieb is a third-generation beer baron. "I've been with the brewery all my life," he says, remembering how he began in the business back in '47 loading trucks. Indeed, his life is awash with beer. Beer has been the topic of his college term papers; the source of his embarrassment ("I used to stutter when I mentioned one competitor's name"); the catalyst for tragedy ("My father had his legs crushed by a beer truck, walked with a cane and ended up running our Ortlieb's Tavern"); and grist for fond familial memories.

"It's hard to admit this, but I'd almost rather be here at the brewery than playing golf or doing something else."

His first nip of beer? "I must have been seven, we were a really close family and we had a very large shore summer home, 40-odd rooms. We'd have these Sunday afternoon get-togethers and my job was to refill all the pitchers of beer at the grownups' table."

Then there was his Uncle Joe, who once ran the brewery, donning old clothes and loading trucks anonymously and accepting tips from unwitting drivers. "What a fantastic character," he enthuses. "A lot of people thought he was my father. But he was a bachelor. A bachelor swinger. To the day he died, his girlfriend was a showgirl, Anita. You know, typical just what you'd like to have if you were a bachelor. Big, blond, buxom, leggy." He winks his blue eyes.

"It was like something out of F. Scott Fitzgerald," he marvels. "During Prohibition, they'd give these parties that lasted two days, the New York brewers and the Philadelphia brewers would try to outdo each other. There would even be trays of diamonds for the girls. Anyway, Uncle Joe, the poor guy, died the day before his 90th birthday. We had planned a party but we called it off. Then true to his tradition, we had it a month later. Some day I want to write a book about him."

"It's hard to admit this, but I'd almost rather be here at the brewery than playing golf or doing something else. I just like being around the brewery. I like being around the people and talking about beer, and I like beer in general. I don't know why, it's just so refreshing, so delicious and so relaxing." Does he bathe in beer? "The only thing we do with beer at home is drink it. We don't mix it with sauerkraut, we don't cook shrimp in it, we don't shampoo with it, we simply drink it. There's a great word in German, *gemuetlichkeit* — when you drink beer, people come together and that's a great thing."

Big Trade Sessions Planned for the East

By Will Hartlep #3109
Eastern Correspondent

"As a kid, I always wanted to work in a brewery, and my son is gonna work there," he beams. "It seems to me I always have a kid in college," says the father of five. "I still have a kid in college, and he's telling me they're getting off pot and going back to beer."

"I was talking to my youngest son, he's 17 — when I went to college, my first week as a freshman, we went out and had a few beers, and there were some young men who had beer for the first time. It was quite an experience for them because they had just two or three beers and then they became intoxicated. So I told my son, who's quite a brilliant fellow, he has an advantage. First, he doesn't have any trouble academically. Second, he's been around beer all his life. I don't think he'll have any trouble adjusting."

Joe Ortlieb says he turns off all thoughts of business once he passes the railroad trestle on the way home to Drexel Hill, but still . . . "You know, within a block and a half of each other you have the two brewers of Philadelphia? I sold my former home to a fella by the name of Billy Pflaumer, who is the owner of Schmidt's Brewery. We get together during Christmas, our kids see each other, it's a very nice relationship. Sure, Schmidt's is 10 times bigger than we are. Am I envious? Yeah. But we're not in debt."

"I love to visit different saloons," he confides. "Saloons are fun. I've done a lot of dumb things, though, like leaving \$100 tips. But I'm really one of the guys," he insists. "We drink and we talk and we laugh together and I really enjoy that. One time I had to leave but I wanted to make sure everybody got a drink on me. I was in extremely good humor, it was South Philly and there was a Flyers game on TV. So the bartender says listen, these guys really drink a lot. And so I said, well this ought to cover it, and I whipped out a \$100 bill and walked out real quickly and as I stood outside for a minute I listened and the bartender must have told them \$100 worth of drinks were on Joe and you could hear a big scream go up from the crowd. You just meet a lot of interesting people in bars."

Well, Joe Ortlieb persists in calling himself "a quiet, conservative guy." He says he has neither the capacity nor the cash nor the inclination to take his company national. Though he has turned Ortlieb's into a moneymaker, it is still the number-two brewery in a two-brewery town. Today there are 47 surviving breweries in the entire country. Once, Philadelphia boasted 62 breweries alone. A generation ago there were 20 here. "You look around" — Joe Ortlieb clears his throat — "and say, gee, I guess I must have done something right."

I'll drink to that.

From the Philadelphia Inquirer

Seems like collectors are becoming very selective about which sessions they attend, passing up the smaller one-day sessions in favor of the bigger two-day sessions. Also, the two-dayers that have been around for a few years draw bigger crowds than the newer two-day sessions.

The **Keystone Spring Thaw Thing** is going into its sixth year and is the biggest indoor session in the East. In addition, the Gettysburg-York-Lancaster area is a super tourist area, and the Keystone Chapter organization is exceptional.

The *Southern Tier Deposit Session* has been around a few years too, this year attracting 450 people. It's an outdoor session (a lot like the Dayton Miniconvention, only cooler and damper) and is held the weekend before the Memorial Day weekend.

The *Dayton Miniconvention* is also going to be six years old this July, and was the first two-day outdoor session (a lot like Deposit, only hotter and dustier). It's co-sponsored by 14 chapters, but the Dayton and Columbus guys do most of the work.

The *Garden State Superswap* and Pioneer's *Marietta Session* are exceptions to the one-day rule. Both shows draw big crowds, and both are held around the beginning of April (could be a factor).

The *Horlacher-Coal Cracker Weekender* is a unique pair of shows. Held on consecutive days 50 miles apart, they end up being a traveling two-day session.

Jersey Shore's Asbury Park Session has been held for a couple of years and has the added attraction of being at the beach (makes it easier to convince the family to go). Usually held in June, after the kids are out of school.

Other good two-dayers in the East include: *Queen City's King Island Session* in March; *German Alps Festival*, Hunter, N.Y., July; *Nutmeg/Pickwick/Red Fox Trifest*, October; *Coal Cracker Octoberfest*, October; *Olde Froth's Last Great Session of the Year*, November.

Many chapters hold one-dayers as their big splash of the year: *CBBCC* at Baltimore Stadium; *Buckeye*, February; *Simon Pure*, July; *Johnny Appleseed*, August; *Old Dutch*, October; *Wooden Shoe*, November.

Obviously, you can't attend all of these sessions (I wish I had the time and trading stock to do so), but there's such a big selection that one can easily fill a year's free time with successful trips to trading sessions.

Brand changes

By Jim McCoy #136
Photos by Lew Cady #98

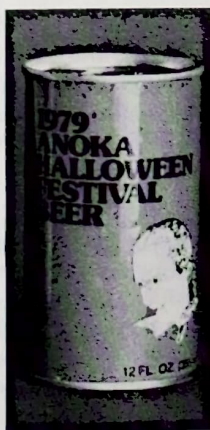
In recent months collectors have been wondering what has happened to the American Brewers Historical Collection series that was started by Huber Brewing Co. a little over a year ago. Original plans called for Huber to issue a set of cans saluting old breweries approximately every 90 days. With two sets having materialized during the past year, it would raise a question as to whether or not Huber and this ambitious undertaking were really meant for one another. Apparently they were not, as word going around now indicates the project has been turned over to Pittsburgh Brewing Co.

According to the Knickerbocker Chapter's KNICK KNEWS, Pittsburgh will be putting out a set of cans commemorating defunct Indiana breweries, to be followed up by a New York set. Additionally, plans are underway for a new edition being referred to as the "Baseball Series." No information was given on how extensive this series would be, but there could be 24 different cans the first year based on present thinking. Hopefully, this effort to preserve the small, independent brewery will not prove to be its undoing.

Thanks go out to the following members for their con-

tributions to this issue's column: Gordy Durocher (13307), Charlie Craibe (7082), Fred Goulden (10769), Marge (7583) and Roger (1583) Kirkpatrick, Al Kilburn (16207), Al Grill (4665), Rod MacDonald (15509), Marcella Schinski (3715), Chuck Nekvasil (525) Dick Sivils (4910) and Mark Ferguson (5836).

1. **ANOKA HALLOWEEN FESTIVAL BEER** (August Schell) has a new design for 1979—this one featuring a vampire. The can is sold exclusively by Anoka Liquor, Anoka, Minnesota. (SL 80)
2. **BEER** (General) is another addition to the growing list of generic beers. Can is black lettering on white. (GEN 79)
3. **BILOW OKTOBERFEST BEER** (Walter) is the second can from Bilow saluting the activities of the Jersey Shore Chapter—this one for the Oktober-Can-Fest '79. The can was designed by fellow BCCA member Bob Hunt (8571). (WLW 37)
4. **BLACK HORSE PREMIUM ALE** (Black Horse) is now on the market in a redesigned can similar to the beer can shown in the last NEWS REPORT. (BLH 3)



1 (SL 80)



2 (GEN 79)



3 (WLW 37)



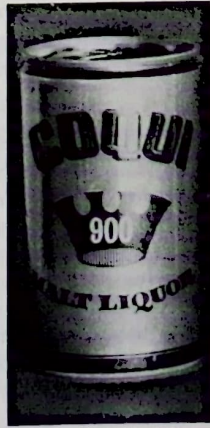
4 (BLH 3)



5 (GEN 80)



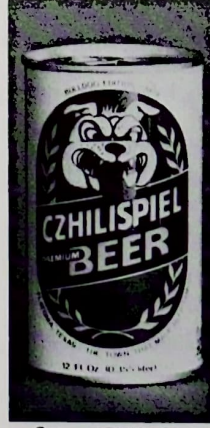
6 (SPZ 7)



7 (ORT 35)



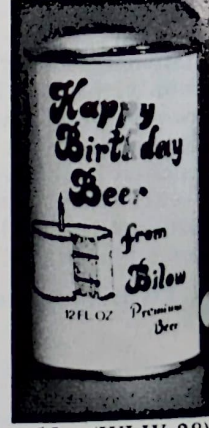
8 (ORT 36)



9 (SPZ 8)



10 (HMN 93)



11 (WLW 38)

5. **BROWN DERBY LAGER BEER** (General) redesigned their 16 ounce can to match the 12 ounce can introduced last September. (GEN 80)
6. **CHILYMPIAD BEER** (Spoetzl) salutes the 10th anniversary of the Texas chili cook-off held in San Marcos. (SPZ 7)
7. **COQUI 900 MALT LIQUOR** (Henry F. Ortlieb) has altered their recently introduced can by adding red and black rings around the top and bottom of the can and adding a black shadow effect to the letters in the brand name. Don't know how much this will affect sales, but it does make the can more attractive. (ORT 35)
8. **COQUI 900 MALT LIQUOR** (Henry F. Ortlieb) also changed the design on their 16 ounce can. (ORT 36)
9. **CZHLISPIEL PREMIUM BEER** (Spoetzl) redesigned their can for 1979. This one, referred to as the Bulldog Edition, is meant to help the Flatonia (Texas) High School Bulldogs. (SPZ 8)
10. **DRUMMOND BROS. PREFERRED BEER** (G. Heileman) is now on the market by this brewery. (HMN 93)

GARDEN STATE BILOW PREMIUM BEER (Walter) reportedly will have a 1980 New Year's can.

11. **HAPPY BIRTHDAY BEER** (Walter) is another

can in the continuing series being made especially for Ludwig C. Bilow, Inc. The back of this can features an amusing birthday offer. (WLW 38)

HERMAN JOSEPH 1868 (Adolph Coors) is one of the names being considered for Coors new super premium beer. Adolph Herman Joseph Coors came to America in 1868, later moved to Golden, Colorado, where he founded the brewery in 1873.

HUDEPOHL BEER (Hudepohl) is reported to be undergoing a total redesign on their can that will be reminiscent of a can from the '40s or '50s. Supposed to be ready for market January 1, 1980.

LEINENKUGEL'S BEER (Jacob Leinenkugel) has dropped the shiny silver on its cans and replaced it with a dull silver.

MIZZOU BREW BEER (Royal), mentioned last issue, shown this issue

12. Mizzou Tiger with stein of beer. (RY 3)
13. Tiger Bowl '78. The Mizzou Tigers defeated the LSU Tigers in the Liberty Bowl, home of the Memphis State Tigers. (RY 4)
14. 85th anniversary of the first meeting between the Mizzou Tigers and the Texas Longhorns. (RY 5)

15. **900 SUPER PREMIUM COUNTRY CLUB MALT LIQUOR** (Pearl) is now out in a 16 ounce aluminum can. (PRL 57)



12 (RY 3)



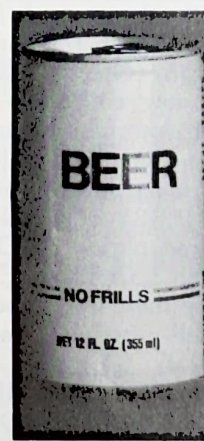
13 (RY 4)



14 (RY 5)



15 (PRL 57)



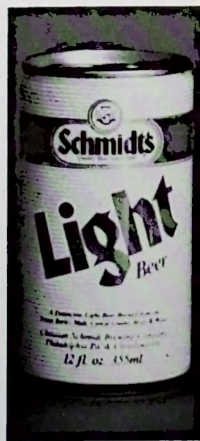
16 (POC 3)



17 (SZ 50)



18 (SZ 51)



19 (SCC 2)



20 (FA 59)



21 (WE 24)



22 (SPZ 9)

16. **NO FRILLS BEER** (Pocono) is Pathmark's entry into the generic beer arena. Can is aluminum with the U.P.C. marking. (POC 3)
17. **SCHLITZ BEER** (Jos. Schlitz) now has a 16¼ ounce can for New Mexico. The reason for the unusual size (same for their 12¼ can) has to do with pricing and the New Mexico state liquor laws. (SZ 50)
18. **SCHLITZ BEER** (Jos. Schlitz) cans commemorating the grand opening of their Syracuse, New York plant, July 9, 1977, are beginning to show up around the country. Unlike most "plant" cans, these cans were apparently filled with beer to be given out to those attending the opening festivities. (SZ 51)
- SCHLITZ NON-ALCOHOLIC BEVERAGE** (Jos. Schlitz) is being made for the Arabic market. The front of the can features the regular Schlitz logo while the backside has everything in Arabic, even the word Schlitz. It is brewed and canned in Mem-

phis, Tennessee.

19. **SCHMIDT'S LIGHT BEER** (Christian Schmidt) has a 96 calorie brew on the market for all you weight watchers. (SCC 2)
20. **SCOTCH BUY LIGHT BEER** (Falstaff) is one more lo-cal beer—this one coming in at 96 calories. (FA 59)
- SUPER BOY BEER** (Walter) is a rumored brand being brewed for Bilow.
21. **UTICA CLUB PILSENER LAGER BEER** (West End) is now out in a totally redesigned aluminum can. (WE 24)
22. **WURSTFEST '79 DARK BEER** (Spoetzl) was brewed for the 1979 Wurstfest celebration held in New Braunfels, Texas. (SPZ 9)
- XMAS BREW 1980** (August Schell) reportedly is being readied for the holiday season. Background color is supposed to be white.

Emporium

HAPPY NEW YEAR!!!!

I want to thank everybody for the Root Beer cans that were mailed to 5836 1/3; her collection is really growing, but like any collection, can use more new additions.

I'm also now collecting BCCA members' calling cards. When you mail me your trade session info, I'd appreciate it if you'd send along your calling card.

I want to make an early nomination for collector of the year — JERRY BOCIAN, #8768. Jerry proved the often repeated phrase, "BEER CAN COLLECTORS ARE THE NICEST PEOPLE IN THE WORLD."

Well, since there's an unbelievable number of trade sessions to tell ya about, I had better go at it.

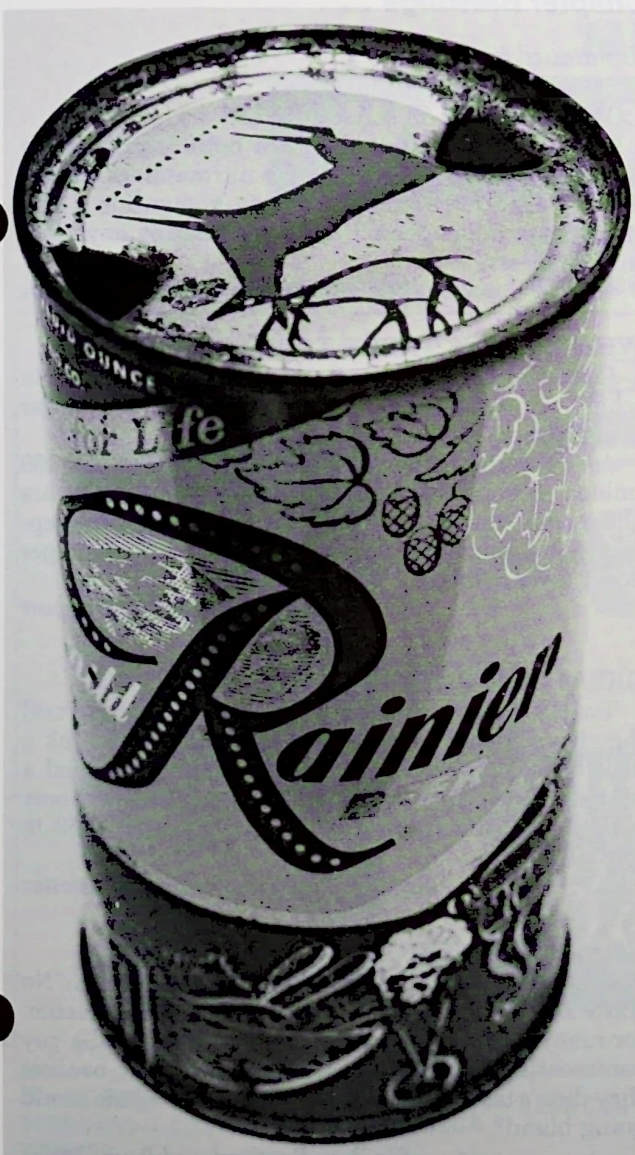
PLEASE NOTE !! THE HERSHEY CONVENTION HAS BEEN MOVED UP TO SEPTEMBER 11-14.

- Jan 19 **Dakota**; Valley City, ND, American Legion Hall, East Main St; Dave Nagle, #5591
- Jan 20 **Keystone**; Hummelstown, PA; R. Sims, #13943 (Hummelstown Fire Hall)
- Jan 20 **Windy City**; Cicero, IL; Ron Jones, #1236
- Jan 21 **McDonnell Douglas**; MDC Bldg. 33, 6:30 PM; Chuck Schwend, #16601, or Jimx Reed, #5027
- Jan 24 **Gateway**; Brentwood, MO, American Legion Hall, 6:30 PM - 10 PM; Pat Kreyl-ing, #16661
- Jan 26 **Coal Cracker**; Conyngham, PA, Party Beverage Hall; Dave Thomas, #9777

- Jan 27 **Schell's Border Batch**; Charles City, Iowa, Union Hall; Duane Brockney, #16654
- Jan 27 **Bullfrog**; Wacona American Legion, 10 AM - 3 PM; Bob Richards, #8721
- Feb 2 **Wes-Tex**; Wall, TX, Fireman's Hall, 1 PM; 8 miles S. of San Angelo on U.S. 87; Alex Schwertner, #3094
- Feb 2 **Grand Prize**; Houston, TX, Noon - 5 PM; Rod MacDonald, #15509
- Feb 3 **Prison City**; Joliet, IL; Bob Scheidt, #8948 or Jim Mitchell, #1546
- Feb 3 **Knickerbocker**; Maspeth, NY, Frank Kowlinski Post; KNOCK KNOCK FOR KNIKERBOCKER; John Shemorry, #13806
- Feb 3 **Badger Bunch**; Menominee Falls, WI, "Orchard Inn;" Brad Craig, #551
- Feb 9 **Cape Cod**; Hanover, MA, Pembroke-Hanover Elks Lodge, Rt. 53, 10 AM - 4 PM; Ralph Collins, #14826 or Ralph Whitcher, #9298
- Feb 9 **Mardi Gras**; New Orleans, LA, 4TH ANNUAL MINI-CANVENTION; Al Milnar, #818 or Phil Repath, #7029
- FEB 9 **Jersey Shore**; Holmdel, NJ, Saint Benedict's R.C. Church, 165 Bethany Rd; 2ND ANNIVERSARY SWAP; Joe Radman, #6898 or Walt Williams #6190

(Continued on page 29)

The Red Reindeer — It's Nothing To Laugh At



By Michael Garard #6032

Back in the January '76 issue of the *News Report*, there was an article on the Rainier series that listed 11,052 possible variations of the Rainier Jubilee can.

At the end of that article, in an offhand way, it mentioned that "Alaska had always been a big market for Rainier, but the Eskimos had trouble pronouncing the name and called it 'Reindeer' beer."

"In 1956, Rainier decided to go along with this and had a top (lid) designed with a (picture of a) reindeer on it. All beer (cans) in 1956 and part of 1957 that was shipped to Alaska carried this emblem. So far, no collector that I know of has one of these cans in his collection."

That last line stuck to me, and at an Indianapolis convention two years ago a collector had one for trade and I immediately traded for it. I also told other collectors about the story behind the red reindeer, but everyone just laughed.

I am proud to have this can in my collection because it is one of the many cans with an interesting story behind it. The can has a normal design with the exception of the large bright red reindeer on the top lid instead of the usual "R."

Chapter corner

By Herb Schwarz #1922
Chapter Chairman

As I am writing this on the final day of November, I have to date received only about one third of the chapter renewals. With the revised renewal form and of those received so far, there have been many worthwhile suggestions, interesting items and statistics which I would like to pass on to you throughout my term as chapter chairman.

Included will be not only statistical information on size of chapters, but also those with newsletters, annual events and general tidbits of the unusual. Perhaps in establishing a closer relationship among chapters through this column, we may solve some problems in session scheduling conflicts, why one chapter's annual event goes over big while others may have flopped, why and how chapters are able to increase in membership, and a host of other things.

If you have an annual event, I would like for you to send me a flyer or description of the festivities and, with space permitting, I'll try to headline your event in this column. So now you can have twice the publicity going to all the members. But remember to get it in early!

In closing, will the chapters or representatives receiving the renewals please return them to me as soon as possible or pass them on to a responsible chapter officer? And don't forget, if you have any comments or suggestions send them to me anytime.

Time for 'Big 2' to Halt the Skirmish

All can collectors from time to time ask themselves, "Where will it all end?" Well, we're not alone as we watch the number of active breweries in the United States slip, seemingly month-by-month.

Now, *Brewers Digest*, the well-respected industry publication is asking the same question, too. Here are portions of a recent editorial:

Competitive pressures on the small brewer continue to intensify. *Advertising Age* reports that in 1978 the top 10 brewers spent a total of \$326,917,400 for advertising, up 33 per cent from 1977 with Anheuser-Busch up 47 per cent to \$114,099,000 and Miller up 60 per cent to \$81,312,000. The anticipated 1980 outlay will be on a scale that few industry observers would have predicted a decade ago . . . Runaway inflation is hurting all brewers but is particularly hard on small companies who do not enjoy the large brewers' economies of scale. And price promotion, a standard weapon for the majors, is more than ever economically illogical for the small brewer.

Despite these and other disadvantages of being small in an era of proliferating giantism, trumpet music rather than the sound of violins is emanating from the office of many of the (small) brewers . . . The surviving small brewers are a breed that refuses to vanish. Most of them are descendants of their companies' founders and most are putting sizeable portions of their hard-won sales revenues plus the tax relief benefits of HR-3605 into modernization programs — improving production efficiency while maintaining the integrity and distinctiveness of their products. Clearly these doughty warriors anticipate being around for many more years.

At last year's Brewers' Association of America gathering Fritz Maytag of the Anchor Brewing Co. said that he believed we are entering an era of new opportunity for the small brewer, a period when the number of Americans who recognize and appreciate the special attributes of the smaller brewing entity is growing significantly. Recent sales figures from Anchor and some of the other BAA brewers support the Maytag thesis. From breweries bearing such historic names as Leinenkugel, Jones, Huber, Ortlieb and Hudepohl we learn of modest but fairly steady sales progress during a '79 summer that got off to an unusually cool start and was plagued by a gasoline shortage that caused a drastic decline in the tourism that normally nourishes summer brewery sales in Wisconsin, Pennsylvania and other scenery-rich states.

In most cases these brewers are keeping their prices at a level commensurate with their reputation for quality . . . Ken Shibilski of the Stevens Point Brewery could be speaking for most of his BAA brethren when he observes, "Small brewers can't afford to get into price cutting. More to the point, the price image clashes with the quality image." . . .

As Senate Majority Leader and later as President,

Lyndon Baines Johnson often used the biblical "come let us reason together" when he was trying to effect peace between warring factions. Isaiah's ancient wisdom could serve us well today as the two leading brewers continue their duel of news releases and complaints to the F.T.C. . . . It is impossible to gauge the effect that this conflict is having on other U.S. brewers but clearly an industry with a perennial image problem doesn't need this kind of publicity . . . It is too late for these adversaries, whose companies bear the names of distinguished brewing industry pioneers, to "reason together" and call off this particular aspect of their rivalry? No matter which side proposes an armistice, it will be an act of statesmanship.

Chapter Brewings . . .

(Continued from page 4)

LOVE THAT FLAT LAND BEER!

Coors has run full page ads in both Seattle papers showing that their beers have no nitrosamines (cancer causing agents?). Hell, that's been known for a long time 'cause Coors doesn't have any causing anythings in their beers.

Big Beer Brotherhood Rustic News

WHAT ELSE IS THERE TO DO THERE?

Q. My buddy goes to college in New York and I'm in school in California. Which state has the larger consumption of beer?

A. The suds title goes to California where 469 million gallons, or about 36 gallons per adult, are chugged annually. However, for per capita consumption, Wyoming holds the U.S. record of 52 gallons per adult a year. Burp.

Buckeye Report

GREAT, LET'S THROW A PARTY!

Two Detroit brothers, Rob and Greg Stadnika, said they have friends over quite a bit "and they drink a little beer." The brothers and a dozen friends used a rented trailer and two cars to return empty beer bottles and cans from their basement for \$315.50 in refunds.

Greater Delaware Valley Newsletter

NO, JUST GENERIC!

What next after "No Brand Beer?" My guess is "No Taste Beer." The trend seems to be in that direction for many of the breweries. I actually overheard a guy commenting he really liked the "light" beers because they didn't taste so much like beer! Is the whole world going bland?

Big Beer Brotherhood Rustic News

Wanted: Cans and More Cans

By Ralph Wall #482

Dumps, garage sales, attics, flea markets, old buildings, recreation areas . . . all known sources for beer cans. But somehow I haven't been satisfied in having access to just these possibilities for finding cans.

I have long thought that there has to be a way to increase the odds for acquiring flat tops, cones, or rare pull tabs. My solution is public assistance. Probably not an original idea — but how does one go about alerting the public to your hobby without paying for a news want ad? How about a beer can wanted poster?

While mailing a quart conetop Pabst recently, I noticed the FBI wanted posters in the Post Office and took one to use as a guide for my poster. I've only started to distribute them in banks, laundromats, and other buildings with public bulletin boards. So I have no way in knowing what degree of success this will provide. I figure it's worth the experiment.

A good friend and fellow collector, George Rendl of

Chicago, said I should keep the idea to myself. I would like to. But realizing that if any other BCCA members use this idea and achieve some success with it, it's nice to think that — however remote — I might unknowingly trade for a can that was acquired in this fashion.

With the 007s and other scarce cans lying around, I figure the poster idea could increase our chances of uncovering cans.

Another idea that collectors might consider is radio. Many stations have "trading post" or other similar programs, which are open to lost and found, for sale, wanted, for trade, and other categories. Plus, radio invariably offers this program free, while newspapers charge for want ads. Metro stations probably don't have such a program. But collectors in smaller markets (cities under 70,000 or so) often live in a town where the station has such a service.

So why not use it? It's brought results for me. A for instance? Some mint 1825 Metz!

MISSING

WANTED BY BCCA

BEER CANS

ALIASES: "Bud", Pabst, 007, among others



Photos 1976



DESCRIPTION

AGE: born January 24, 1935 and to present date
 HEIGHT: most subjects 5"
 WEIGHT: may vary — but most at 12 oz.
 BUILD: steel, aluminum
 SCARS AND MARKS: possible dents or scratches
 COMPLEXION: clear to shades of rust
 NATIONALITY: domestic and foreign
 REMARKS: is often reclusive in nature

CAUTION

A CANFRONTATION MAY OCCUR AT ANY TIME OR IN ANY LOCATION. ATTICS, BASEMENTS, UNDER STRUCTURES, OLD CARS, RECREATION AREAS; ALL KNOWN SITES OF CAN APPREHENSION. DESPITE APPEARANCE, CAPTURE THE CAN FOR LATER JUDGEMENT AND POSSIBLE IMPRISONMENT IN COLLECTION.

IF YOU HAVE INFORMATION CONCERNING
 BEER CANS — CONTACT YOUR LOCAL BCCA
 MEMBER →

BEER CAN COLLECTORS OF AMERICA
 MEMBER #482

Ralph Wall
 304 East 34th

Kearney, Nebraska 68847
 1-308-234-3502

Meeting of the board

By Gregg Kreyling #3533

November Highlights

- There are a total of 11,102 active members. There were no new chapter applications, and we are just starting to receive the chapter renewals.

- Jim Thole handed out the summary of receipts and disbursements for the year ending Sept. 30, 1979. Bob Campbell did the audit for the year and found everything to be in order. Jim also handed out the proposed budget for the year 1980 prepared by the finance committee. Motion to accept the proposed budget was passed by a voice vote.

- Convention Coordinator Jack Turner just returned from Hershey and reports that everything is progressing well. The only potential problem is the price of rooms, which we will attempt to have reduced.

- Herb Schwarz made a motion that "Miss Beer Can" be changed to "Miss BCCA" for the Hershey Convention. After some discussion, this measure was approved.

- Bill Henderson made a motion that we buy the entire stock of thermo can coolers and key chains left over from the Phoenix from the vendor. We will resell them, provided quantity and price are reasonable.

October Highlights

- There are a total of 10,796 active members and 108 active chapters.

- The North Star Chapter would like a ruling from the board on "associate" members. The board interprets section 13.02 of the bylaws to read that all members of the chapters should be members of the BCCA. Chapters not complying with this should do so as soon as possible. Non-chapter members could attend trade sessions and possibly be charged more than the members at the discretion of the chapters. The North Star Chapter would also like a ruling on the listing of buy and sell shows for paid advertising in their newsletter. The board stated that the words "buy and sell" should never be used in connection with "BCCA." It is up to the chapters whether they want to list shows in their calendars of their newsletters.

- Keystone Chapter has changed the dates of next year's Convention to September 11-14, 1980. Jack Turner suggests that the BCCA print a special program in honor of the club's tenth anniversary.

- 2,030 ballots were submitted prior to the Phoenix Convention for can and collector of the year.

Chapters, It Pays to Publicize

By Rod MacDonald #15509

At the recent Convention business meeting, Kit Hall mentioned that people from various towns had inquired about local chapters in towns where chapters already exist. Hence, maybe we could do a better job of promoting our local chapters.

We of the Grand Prize Chapter do several things that others may want to try. One effective method is to attend ball games at the Astrodome as a group. Since we order our tickets under the group's name and buy 30 or more, the scoreboard flashes our name where 30,000 to 50,000 people can see it. When it does appear, we stand up and give ourselves a standing ovation — that's a sure attention-grabber.

We also hung a 50-foot-long banner at one of the games, with our group's name on it. Can you imagine the exposure the BCCA could get if every chapter in a town with major league baseball, football (pro and college), or any other event that is televised nationally, hung a banner publicizing their chapter?

A real good example would be Monday Night Football on ABC. A banner about the BCCA and Howard Cosell would surely be seen by several million people each week for free. And just for advice —

banners should be made out of a strong material, not paper. Paper just won't last very long.

Another method of publicity is through radio stations. They are usually more than happy to run a small spot for us as a public service message promoting our trade meets. Generally, we have to have the message to the station 10 to 14 days in advance. We use just about any type of station that will air our message. This has brought more people to our trade meets than any thing else. Other chapters ought to give it a try.

Newspapers are equally as eager to run notices of upcoming trade meets. It's good for their image to keep people informed as to what's happening in town. Every paper probably has some sort of weekend calendar of events that chapters can use to get free publicity.

One other suggestion which may have the greatest publicity possibilities of all is to organize a chapter-sponsored shopping center display. We have not yet done this, but I'm sure we will soon. Have a few members set up a display of cans, Convention photos and other items, and I'll bet there will be a lot of people interested in joining.

BEER CAN COLLECTORS OF AMERICA

SUMMARY OF RECEIPTS AND DISBURSEMENTS FOR
FISCAL YEAR ENDED SEPTEMBER 30, 1979
(Excluding Convention Account)

RECEIPTS

Renewal dues	\$102,636	
New member dues and fees	38,029	
Sale of supplies	14,642	
Sale of want ads	1,309	
Sale of BCCA publications	4,969	
Interest on savings account	3,641	
Other miscellaneous revenues	<u>1,225</u>	\$166,451

DISBURSEMENTS

Membership rosters and updates	30,198	
News Reports	51,268	
Want Ad Bulletins	21,711	
Cost & expenses related to supplies sold	10,983	
Cost & expenses related to new member materials	7,726	
Stationery and office supplies	1,546	
Office rent	5,000	
Other office expenses	4,906	
Paid clerical services	20,333	
Other printing and postage expenses	9,424	
Business organization and meeting costs	3,470	
Insurance, taxes, legal fees and other miscellaneous expenses	<u>4,355</u>	<u>170,920</u>
Excess of disbursements over receipts for the year		(4,469)
Beginning cash balance at September 30, 1978		<u>18,758</u>
Ending cash balance at September 30, 1979		<u>\$ 14,289</u>

AUDIT REPORT

I have examined the records of the Beer Can Collectors of America for the fiscal year ended September 30, 1979, and the financial statement appearing above.

The examination included reconciling the checking and savings accounts, reviewing documents supporting expenditures, a review of controls over money received, and other audit tests as deemed necessary.

It is my conclusion that the cash receipts, disbursements and balances for the fiscal year are fairly presented in the above financial statement.

Robert E. Campbell
Robert E. Campbell #1178
BCCA Audit Committee
October 27, 1979

Foreign brand changes

By Marcella Schinski #3715

It's the start of a new decade and I hope it will be the beginning of only good happenings for us all. The following collectors helped me start 1980 with a "BANG;" Lindsay Haynes (16229), Mick Stevens (5830), Christer Loow (11743), Scott Oglesby (6169), Murray Turner (17506), Gary Crossen (8068), Leonard Dicker (9598-Galloneer #4), John and Chris McGinnis, Christer Idstrom (5179), Don Olson (13777), and Alan Shader (9443).

1. **A Pilsen Biere De Luxe/Hellenic/Greece.** Even though the couple I traded with for this can, tell me they had the can in their collection for a year I decided to report on it. I checked the various beer books that I have and find no mention of it, therefore I feel it would be of interest to others just as it was to me. An orange A, trimmed in white which is flanked by gold acorns and leaves; white Pilsen trimmed in black, both on a wide mauve green band in the center of this two sided 12 FL. OZ. can. A gold band at the top and bottom with the words Biere De Luxe (repeated three times) in white complete the can design.

2. **Beck's Bier/Beck & Co./Bremen, Germany.** 33CL red and white two sided can but for export to Israel with Hebrew lettering on one side of the can (shown).

Brown Belt Custom Ore/One more paper label (12 oz.) from the Leopard Brewery in Hastings, N.Z. Strange name isn't it, and even harder to get. (I reported on "Ale on Monday" and "Hawkeye Hiss" in the September '79 issue and have since learned that beer from the Leopard Brewery was also in those cans.)

3. **Carlsberg Beer/Carlsberg /Copenhagen, Denmark.** Blue can with gold oval and the word Imported on the bottom of this two sided 35cl can but one can face is all in English and the other has English and Hebrew (this side shown) for export to Israel. A line of Hebrew also appears on the non-seam side of the can.

4. **Carlsen Lite Lager/Carlsberg/Copenhagen, Denmark.** New 440ml test can brewed in Denmark and canned in Northampton, England.

Courage Australia (after eleven years) will cease to exist as of December 1979 and will be renamed Tooth Brewing (VIC) Pty. Ltd.

Diekirch Lager Export/Kaiser/Bavaria, Germany. Gold 33cl can with red, white, and black accent colors. The word Diekirch (in red) is now at the top of the can with the shield at the bottom. The words BIERE BIER BIRRA BEER CAT 1 appear below the words Lager Export (in black).

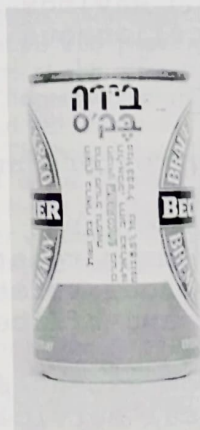
5. **Everards Old Original Ale/Everards Ltd. Tiger Brwry./Burton-on-Trent, England.** New label

440ml all red can with a white center which appears to be encircled by a brown belt.

6. **Export Lager Beer/Leopard/Hastings, N.Z.** Usual mountain/lake scene on this 340ml can produced for Inns of the Pacific Ltd. This is the can whereby Product of New Zealand (in gold) is at the bottom of the can.



1



2



3



4



5



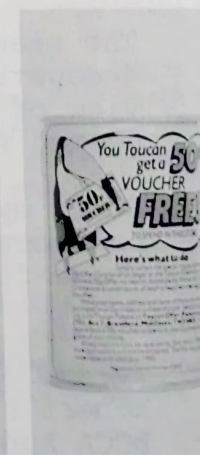
6



7



8



9

Falcon Bayerskt Ol Klass II/Falken-Boras-Falkenberg, (Sweden). I'm told this 45cl aluminum can looks a great deal like the Falcon Bayerskt Ol Klass III Export Beer can that was reported on in the November '79 column. This can has a more metallic look with a green band at the top and bottom.

Faxe Fad 28CL/Faxe/(Denmark). Identical "bar" scene; two mugs of beer, a bartender and a group of people sitting at the bar, with the crown, brand name and contents (all in gold) in four lines at the top of the can. I've been told this size is sold only at truck stops in Germany. I can't imagine a truck driver drinking such a small amount of beer, but who knows!!!

Fine Fare Export Scottish Beers, Fine Fare Lager Scottish Beers, Fine Fare Light Ale Scottish Beers/ for Fine Fare/Welwyn Garden City, Scotland. The export can was originally shown and reported on July/August '77, #7 and the Light Ale was reported on September/October '79. The logos on both cans have been decreased in size; the lines near the bottom have been eliminated with extensive word changes now appearing at the bottom of both cans so that these cans now have the same label as the Lager which was reported on May/June '79. At this time all three cans show DECLARED GRAVITY on the side of the can, above the Universal Product Code symbol being used for ease of check out at markets around the world. Incidentally, the original Lager can did not contain the UPS symbol.

Fullers London Pride Beer, Fullers Pale Ale/Fuller Smith & Turner Ltd., Griffin Brewery/Chiswick, England. Both 440ml cans look like the original cans; London Pride-five architectural scenes and Pale Ale-five brewery scenes but having two lines of print at the bottom; one in English and one in French. This was a once only production run for export to FRANCE.

7. **Gosser Export Starkol Klass III Beer/Abro/Vimmerby, (Sweden).** Produced under license with Gosser, Osterreich, (Austria). A green and gold 45cl can with a double G (one backwards) logo at the top flanked by a red and white ribbon. The Gosser registered trade-mark appears on both sides of the can seam, at the top.

Grunhalle Lager Beer/Greenall Whitley/Warrington, England. Now available in the 33cl size. Looks like the 275 ml can, with the exception the contents now appear at the seam side of the can.

- 8- **Guinness Extra Stout/Arthur Guinness/London, England.** Special promotion can. By collecting the pull tabs from 12 cans which have the Toucan bird on them you can get a refund. "You Toucan get a 50p Voucher Free." (The bird is in black on the pull tab). Available in the 275ml (front and back shown) and the 440ml sizes with London, England on the can face. Also available in the 440ml size with Dublin on the can face.

- 10- **Henninger Export, Henninger Kaiser Pilsner/**
11. **Henninger/Frankfurt, Germany.** Still three sided 033,1 cans, but the center can faces (shown) are in Hebrew for export to Israel. Export can is the one with Export-Bier der Meisterklasse (script) and the Kaiser-Pilsner has Kaiserliches Pils der Reife (script) on them.

Hoepfner Export, Hoepfner Pilsner/Hoepfner/Karlsruhe, (Germany). 5.0L green barrel cans. The Export (in green) can has yellow bands and the Pilsner (in red) can has gold bands.

12. **Ind Coope Double Diamond Burton Export Ale/Ind Coope Limited/London, Burton-on-Trent, England.** This is the first design change in the history of DD and is a brand name change too. All black three sided can but the contents appear only on the can face at the bottom. A yellow and gold oval, trimmed in red and white, contains the red "hand" logo. A gold crest above the oval; a white crossed diamond symbol below the oval, with all lettering in gold, silver, and white high-light the can design. Available in 275ml (shown) and 440ml sizes.

isi 08 Special Beer/Isenbeck/Hamm, Westf., Germany. Another variation to this label, originally shown July '79-#17, is that the words "alcoholarmes Bier" no longer appears below the word isi.

(Continued on next page)



10



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15

Foreign Brand Changes . . .

(Continued from previous page)

13. **Kaiserdorn Pilsener/Worner Burgerbrau OHG/Bamber, Germany.** Gold 0,331 can with a blue band at the top and bottom, and a white rectangle containing a coat of arms, four gold coins and all lettering in red and blue.
14. **Kronenbourg/Kronenbourg/Strasbourg, France.** Usual label design on this 33cl two sided can but one can face has Hebrew lettering (shown) for export to Israel. Incidentally, my Specialist 4th Class in Germany reports that the 33cl can that has French wording on both sides, can be purchased at the French PX in Berlin for .65 a six pack. As he said "Ahh the good ole days!"

Lowenbrau Special/Tooths/Australia. Looks a great deal like the Nicaragua can (1/'78) and the Panama can (3/'79) but this 370ml can has six gold medals (instead of four) flanking each logo, with no lines of blue printing at the bottom.

15. **Mac Brown Ale, Mac Lager, Mac Pale Ale/for Mac Fisheries/Bracknell, England.** Three changed labels; new but already obsolete. All cans are silver with the top portion of the oval being black. The Brown Ale (shown)-275ml has brown at the bottom of the oval; the Lager (275ml and 440ml) has blue at the bottom of the oval; the Pale Ale (275ml and 440ml) has red at the bottom of the oval. Mac Fisheries have merged with another store (International) and their brand name is being dropped. Therefore all Mac cans are being taken off the market.

McEwan's Cavalier Lager/Scottish and Newcastle/Edinburgh, Scotland. Same label design but the contents (340ml 12 fl. oz.) appear at the top of the can whereas the contents are near the bottom of 440ml 15.5 fl. oz. can which was shown September/October '77, #16. City location also appears at the bottom of this can.

Oranjeboom Pilsner DeLuxe/Oranjeboom/Rotterdam, Holland. It's still an all black can, but the trim around the circle is now beige and contains a line of black print. The entire label is now circular and greatly enlarged but still contains the orange tree with a white and green background. The words ORANJEBOOM HOLLAND BEER are in very large print with Pilsner De Luxe in smaller print.

Ruddles Bitter/Ruddle & Co./Rutland, England. Here we go again with still another change to this 440ml can. The design of the horseshoe has been changed as has the wording at the bottom of the can.

16. **Safeway Lager, Safeway Light Ale, Safeway Traditional Bitter/for Safeway/Aylesford, Kent, England.** New design and size for the Lager can-440ml (shown). All white two sided can with a green rectangle which contains acorns, leaves and wheat staffs (also in white), and a gold band

with the "S" brand logo at the top. Light Ale; same all white 440ml can and design with a blue rectangle. Both cans have the push button top. Traditional Bitter; 2.22 litre three sided can which is all russet/brown with the same design, etc. but having a tan rectangle.

17. **Sagres Cerveja/Companhia Industrial De Cervejas E Refrigerantes (CICER)/Republica Da Guine-Bissau, Portugal.** Cans from this country are few and far between so I'm happy to be able to report on this 340ml can. Tan and red like the Export can but a greatly different label. Cerveja Sagres (trimmed in black) above a shield



16



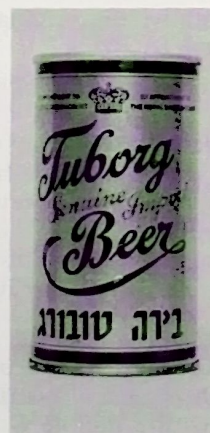
17



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19



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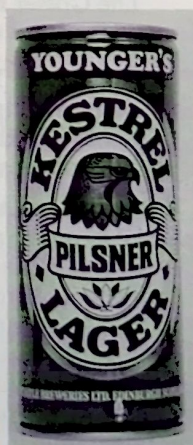
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22



23



24

(tan, white and red) above two lines of white lettering on a red background. PRODUZIAD SOB LICENCA DA CENTRAL DE CERBEJAS-PORTUGAL at the top and CICER REPUBLICA DA GUINEBISAU at the bottom (all in black). Logo on each side of the can seam has also been changed to CG. (For you soda can collectors there is a CICER LEMONADE available also.)

Suntory Beer/Suntory/(Japan). A new 5 Liter test gallon has been confirmed. Silver, two sided, with Suntory Beer in blue letters across the top, the Suntory logo in a wide blue band across the center, with "Brewed and Filled at Suntory Brewery, etc." in blue letters at the bottom. The collector that has this test can has a real prize in his possession. The can number is #2144. Production will start in May and June with cans available for consumption in July through early September, 1980. Incidentally the 5 Liter wood-grain barrel #1484 is now obsolete.

- 18- **Tennent's Lager/Tennent Caledonian/Glasgow,**
19. (Scotland). To date there are two different reports regarding the new girls (poses) for this 440ml set. One publication stated two poses each of five different girls (total 10 cans) due on the market very soon. The second source stated the first girl June (real name Geraldine June) would have two poses (both shown) and the other four lovelies to have one pose each (total 6 cans) and be issued over several months. However June is the only lovely from England and the first to be issued. 100 million cans are to be sold all over Britain and at armed forces stations abroad every year. BULLETIN: A delay in the remaining issues has resulted because of an engineering strike at the manufacturer, but hopefully all cans will be issued in the near future and I will feature them as they become available. (Needless to say Erika, May and Marie (2 poses each) are now obsolete).

20. **Tuborg Genuine Import Beer/Tuborg/Copenhagen,** Denmark. 35.5cl can with Hebrew lettering for export to Israel. Hebrew lettering is on both sides of the can seam also.

21. **Union Siegel-Pils/Dortmunder Union/Dortmund,** Germany. Very significant changes have been made to this 330ml can. Still all green but the words Siegel-Pils (in gold) now all around the can. A white octagonal now replaces the white circle containing the standard logo, with lettering in black, gold, red and green.

- 22- **West end Draught Beer/South Australian/Ade-**
23. **laide, (Australia).** Same can front as shown November '78-#24 but the backs of these 370ml cans commemorates; **Grafton Cup** which was run July 19th, 1979. (Even though the 1978 results are on this 1979 can this is a first issue). S.A.N.F.L. (South Australian National Football League) Grand Final-September 29th, 1979. (Only the backs are shown respectively).

24. **Younger's Kestrel Pilsner Lager/Scottish & New-**

castle/Edinburgh, Scotland. All green 440ml test can with gold falcon head in a white oval with accent colors of black and gold. Reminds me of the Falcon cans from Sweden.

Younger's Monk Export Ale/Scottish & New-
castle/Edinburgh, Scotland. Still an all red 440ml can but the word Ale (in yellow) now appears directly below the word Export with a black line of print around and near the bottom of the can.

SCENE SERIES soon to be available; **Lion Lager-**
14 can wildlife series from South Africa being exported to Australia. **Vita Malz-17** can set from Becker in Germany. (16 individual bicyclists and one poster can). Further details when cans are received.

Katie (10515) and John Turnbull-Kress (1236 Brainerd Ave.-Duluth, MN. 55811) have compiled an alphabetical list of all brands (500ml & under) mentioned and photographed in this column since March, 1976 through November, 1978, listing brand name, country, and date of B.C.C.A. report. They also indicate if a can was photographed. They use it as a reference of what has been reported on in the Foreign Brand Changes column and are willing to share their list with other collectors. If you'd like such a list send a SASE and include .30 in stamps to help cover the cost of the copies. There is a possibility they will have updated the list by this time.

Next 2 BCCA Board Meetings Scheduled for Saturdays

By Kit Hall #166
BCCA President

At the December first board meeting, it was decided to hold the 1980 board meetings on as many Saturdays as possible to allow out-of-town members to attend.

See p. 14 for additional board meeting news.

This will be a trial for the first two months to see how many can and will attend. If these meetings tend to conflict with any trade or mini-session, then they are subject to change.

The January meeting will be held at the office on Saturday, January 12, 1980, at 12:30 p.m.

The February meeting will be held at the office on Saturday, February 23, 1980, at 12:30 p.m.

It was also brought up that out-of-town board members do not have to stay at a motel. Any local member will be glad to be your host.

CANdids

Watch for Home-Sealed Cans

Bill Heichel #3635 of the Johnny Appleseed Chapter has a word of caution for full can collectors. He says he discovered a full can with a home-sealed bottom. Then, after further checking, he found seven other brands in his collection that were the same.

"Not easy to tell from the real thing," he says. "But you can see the roller marks on the inside of the rim and there is no code whatsoever. Also, the rim is a larger diameter but narrower than factory sealed.

"To me, this can is pure junk! It's bad enough to see so many air-sealed cans all the time, let alone filled dummys. Watch out, if you desire an authentic collection.

"The labels I've seen in home-filled form are: Gackle, Old Okoboji, Knoxville Raceway, Polish Countess, Hubbell House, Chippewa Falls Pure Water Days #3, Action in Jackson, and Kolonie Brau.

"Some authentic cans have no codes on the bottom, but with close examination you can easily see the difference between a real and a dummy. Also, I've seen all of the above cans in both factory sealed and home sealed, expect Gackle (only home sealed)."

Do You Know Your Tudor Cans?

Board member Roger Kirkpatrick #1583 is developing a list of Tudor Ale, Beer and Bock cans for future publication in the News Report. If you know your Tudor cans, Roger asks that you contact him. His listing stands at about 60 cans now, and he could use some more contributions.

It Doesn't Spell Schmidt

Schmidt Brewing Co. has turned off the big neon sign atop its St. Paul brewery to avoid having a four letter word facing the world.

According to the Queen City Chapter newsletter, vandals climbed up on the big brick building and cut the letters "c," "m" and "d" out of the "Schmidt" sign.

Donald Warner, chief engineer, said someone cut the wires leading to the three letters and went to great pains to do it. First, he said, the practical joker had to go to the eighth floor of the power house, climb a stairway to the conveyor loft and go out on a catwalk. Also, a padlock had to be cut to open a door leading to the catwalk.

Sounds like an "inside job" to us.

Save That Can!

When Joyce Winner popped the top on a Diet Pepsi in Missoula, Montana, and took a sip, she may have thought she had joined the tipsy generation. Instead of cola, she was treated to the taste of Pabst.

The can was clearly marked "Diet Pepsi," carried the surgeon general's warning about saccharin and a boast that the contents contained only one calorie. But the can's top carried a Pabst trademark.

Gil Prange, manager of the Pabst plant in Los Angeles called it a simple mistake. Cans for Pepsi and Pabst are made by the same company, and they're both red, white and blue, he said.

Mix-ups sometimes occur, and on a production line carrying 1,500 cans a minute, they sometimes get by quality control, he added.



Better Late Than Never, Dick

Dick Joyal #11009 finally got those long-sought-after BCAA license plates for his car and truck. So what happened soon after the plates arrived? Says Dick, "After all the trouble of getting these plates, we moved our cans from Vermont to North Carolina!"

Moose Beer

August Schell Revives An Old Duluth Tradition

Moose Brand Beer was brewed in Duluth, Minn., at the turn of the century by the Duluth Brewing and Malting Co. This brewery was founded by Reiner Hoch and Charles Meeske in 1896. Prior to the construction of this plant these gentlemen, who were born into brewing families, operated several small breweries in Wisconsin and the upper parts of Michigan. The brewery was considered the "ultimate of brewing design" by Duluth papers upon completion.

Initially, the brewery placed its emphasis on their "weiner" beer until one day a moose was spotted in the brewery yard. It was then when officials decided to name their product "Moose Brand" beer. The idea had sudden impact and sales spiraled upward.

By 1910, the brewery was producing 100,000 barrels annually. In fact, the name "Moose" became so popular that the Duluth Brewing and Malting Co. was most referred to as "The Moose Brewery." Distribution took their product to the eastern section of Montana, the Dakotas, northern Minnesota, Wisconsin and the upper parts of Michigan.

The brewery also trademarked the names "Rex" and "Royal." These names blended into European royalty . . . hence, their product was fit for a king!

Hoch and Meeske, along with their local competitor, the Fitger Brewing Co., aided in the building of many northern Minnesota communities with the construction of hotels and beer houses. Many of these buildings are still in use.

The Moose beer "died" with prohibition. During that time the brewery reorganized into the Rex Sobriety Co. This concern consistently lost money and finally

closed its doors in 1932 and sold its trademarks, business (what was left of it) and some equipment to the Fitger Co.

The plant remained closed until 1934 when brewing was resumed with their "Karlsbrau" and "Royal Bohemian" labels. The brewery was proud of its 450-barrel copper kettle, as it was the largest in the state of Minnesota at that time.

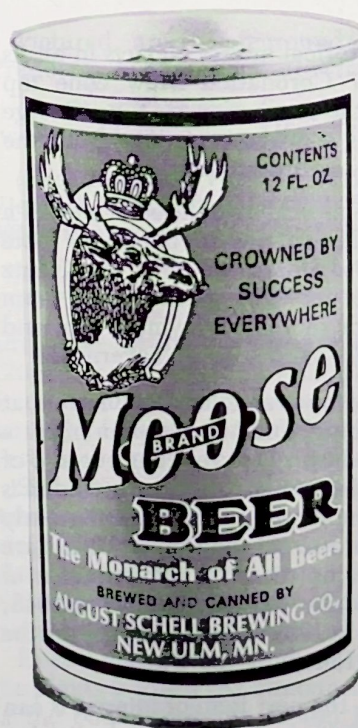
The Hoch family sold their interests in the brewery to the Meeske family in the latter 1920s and Charles' son Carl assumed leadership until his death in the

1960s when, shortly thereafter, the state purchased the property for use in an interstate roadway.

The new can produced by August Schell Brewing Co. is much the same as the label of yesteryear, and it is for the purpose of trying to keep the beer heritage alive in Duluth that it was designed this way.

Many of the early brewers were superstitious and very conservative. Good fortune is depicted by the horseshoe around the neck of the moose.

(From the Queen City Chapter Newsletter)



Book review

By Dennis Gordon #520

The International Book of Beer Can Collecting

By Richard Dolphin

Book Sales, Inc.

110 Enterprise Avenue

Secaucus, NJ 07094

96 pages

"It soon became obvious around the world that the Americans were on to a good thing and it was not long before the first European can was issued — in the most unlikely place. The Felinfoel Brewery at Llanelli, Wales, which is still in business today, produced the first canned beer outside the United States . . . Felinfoel issued their Pale Ale in cone tops which were actually filled in December, 1935, and marketed in January, 1936."

Richard Dolphin has produced a truly international book, offering a wealth of information on beer can history and beer can collecting. In all, 100 cans are shown in dynamite full color, along with some 600 others in black and white. While beer canning began with the famous Krueger's Cream Ale, it was followed in Europe later that same year with Felinfoel Pale Ale and a brand known simply as Export Bier in 1937 from Germany. Both cans are illustrated and discussed.

Another photo of historical interest depicts in all its purple glory the 1937 Coronation Brew cone top produced in honor of the coronation of King George VI; still another shows a dozen cone tops from the British Isles, including one from Guinness.

Fans of 007 cans will go wild over the color shot of a complete set. Other illustrations of particular note show in color a 1954 Old Dutch can from the Krantz Brewing Co. next to its 1965 counterpart from Pittsburgh, a large color shot of a Playmate can, and the most unusual "half-a-yard" can of Tavern Ale.

And there are more. However, some would say that pictures are not everything, and Mr. Dolphin offers a text covering not only a history of beer cans but also of collecting them. First things first, though, Included is a lively discussion of the development from the early cones and flats to the current pop-tops. Dates are frequently given, such as the first Crowntainer of 1940, the first non-U.S. flat top (McEwan's) in 1948, and the general revival in 1952 of beer canning for the domestic U.K. market following the war.

After can producing, the next item of interest is can collecting, and this activity is described as beginning in California by several collectors in the late 1930s. It is unfortunate that their collections are not described and that these men are not identified.

With the advent of BCCA, collectors and collections

alike became known and Mr. Dolphin's version of that history should be gratifying to our members. And feeling good is what beer cans do for us, and this book gives our hobby and organization a lot of respect. It is an essential volume in anyone's beer can archives.

The Beer Cans of Anheuser-Busch, An Illustrated History

Available from Anheuser-Busch

30 pages, \$1.50

This magnificently produced book is probably the only definitive work on the beer cans of one single brewing company. Featured are beautiful color photographs of 121 beer cans produced commercially or as test cans by Anheuser-Busch for every one of its brands: Budweiser, Budweiser Bock, Michelob, Busch Lager, Busch Bavarian, Faust, Regal Beer, Regal Ale, and Natural Light.

Maybe one should sit on the floor before reading further — there is even a photo (color, of course) of a rare 1945 Budweiser Crowntainer test can! Even included are commemorative cans such as the first BCCA Convention can (before use of the word Convention) from Busch Bavarian in 1971.

In addition to the fine photography, we are treated to a historical text describing in some detail changes in labels over the years. Thus, from 1900 to 1949, Budweiser used the eagle claw label on its bottles while retaining the familiar red and white label on cans.

An unanswered question is why this practice was followed, and old ads reproduced in the book show these cans and bottles side by side. Another interesting historical note concerns the relatively rare red and white split label cans — these cans produced in 10-, 12-, and 16-ounce sizes were only on the market from November, 1956, until March, 1958.

All in all, this is a most delightful book, showing a collection of cans that probably none of our members can equal.

The Great Chicago Beer Cans

By Phil Pospychala and Joe McFarland

Silver Fox Productions

1153 Birchwood Lane

Libertyville, IL 60048

"Imagine you could turn back the clock by slipping into a time machine. Assume you are a beer can collector or at least a brewery buff and had only one choice of only one visit into history. Where would you go? Is there a city with over twenty breweries



It's a Grand Old Can, too

Members of the Schell's Border Patch Chapter had the honor of presenting the BCCA's "Can of the Year" trophy to the August Schell Brewing Co.

In addition to the winning Hunter's Special can, the trophy consisted of a Phoenix Convention commemorative can. On hand to cover the festivities in the Schell's tap room were the New Ulm Daily Journal and KEYC-TV, Mankato, Minn.

Pictured are: (Foreground) Warren A. Marti, President, August Schell Brewing Co.

(Front row) Kevin Savick, Steve Miner #12802 (vice-president), Susan Miner, Jay Smith #5204.

(Back row) Bob Vierkant #11214 (president), Nona Vierkant, "Butz" Palmer #587 (director), Ed Shannon #6526 (treasurer) and Margie Smith.

operating simultaneously in the modern age of those precious little containers: ten beer cans? Is there a Valhalla where more labels exist than some collectors have yet found? YES! There is only one place the time machine will take you . . . CHICAGO!

"Hop on an old 'red rocket' street car and tour those twenty-some magnificent breweries. Take your time as you quaff a cold stein in the rathskeller of the nearest brewery. Time is yours. Don't forget to pick up your free Rosalie or Ambrosia cans after the brewery tours."

However, not enough of us purchased beer from the Canadian Ace Brewing Co., who produced the Rosalie cans, or from Ambrosia Brewing Co., who packaged their beer in those unusual tall 12 oz. cans. Today, these words from the authors and their illustrations describe the colorful memory of these great breweries and their cans.

"For those who haven't the good fortune to take

advantage of such a machine, you can tour the Chicago of yesteryear by simply turning the pages. Step into some twenty breweries. View their products arranged for you. Some 600 cans tell stories from the past, each unique in its own way."

Six hundred cans photographed from just one American city is itself quite an achievement, but there are additional things. Accompanying the cans are pictures of all the brewery buildings themselves along with figures on their plant capacities, the years they began canning and then closed down.

Even a map of the Windy City showing locations of the plants is given. As announced in the introduction of the book, good use should be made of this map when the authors conduct their tour of these buildings during the 1981 Convention in Chicago.

Support your local brewery — unless you live in Chicago, the largest city in the world without an operating brewery.

Did you know?

By Paul Holsinger

It has been two years now that I have had the privilege of editing this column. I would guess that there is no doubt but that I have had more fun in doing it than any of you who have been faithful in sending in items have had in doing so. But as some of you probably noticed, there was no column last issue and it was, honestly, a battle to get this one out on time. Certainly it hasn't been reluctance on my part that has caused this situation- if good intentions counted I would have won a Pulitzer Prize for the column long ago—but what could be called simply "family demands." Pressure to do too many things has finally reached a stage where I cannot see any way that I can continue to edit this column and do the kind of job that it—and all you many people who care—deserve.

I have therefore sent my resignation in to Larry and asked him to begin the process of choosing a new head for this section. Some of you out there in collecting-land have been winners through the months with your items. Would you be interested in being the person responsible for this column? If you think it is worth your time (and I assure you it is, if only in the wonderful people you will correspond with), drop Larry and me a line and we'll get the transition made as swiftly as possible.

Now for the several excellent "Do You Knows" for the past few months:

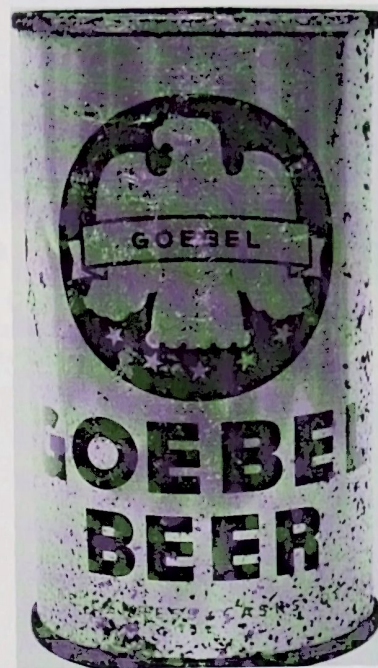
BEER (DU 12) The new Schnuck Markets generic beer already has a variety. John Armentrout, #18802, has a can with six black rectangles in two rows of three located directly under the large block letters "BEER" on the front of this can.

FALLS CITY (FC 10) Heileman has started moving things around on their versions of this recently purchased brand. The "Nobody makes us make beer this good" slogan in the bottom gold band has been deleted and replaced by the brewery information and contents which appeared originally on the sides of the first can. Does this mean since nobody does anymore, they don't? (Mark Ferguson, #5836)

GENESEE (GSE 11, Bible 1009) There are at least two versions of this can, the Bible-pictured variety with "Premium Quality" pictured on the ribbon and a second with "The Beer More People Like." (Warren Johnsen, #9661)

GENESEE LIGHT (GSE 20) Will they **never** stop? Nancy Jackson, #18895, has spotted a **fifth** variety of this can. Or is it a subversion? One says "Contains 1/3 Fewer Calories/Than our other fine Beer." The 2nd says "Contains 1/3 Fewer Calories Than/Our Other Fine Beer."

GIPPS AMBERLIN (GIP 1, Bible 1046) David Schlictman, #16733, has a version of this can on which the background is white rather than cream and the blue is metallic instead of flat.



GOEBEL (GBL 10, Bible 1058) Joe McFarland, #12198, has discovered a rather intriguing variation of this "original" flattop can. Instead of the usual "Gold Label" designation in the ribbon across the eagle, Joe's say "Goebel" for a second time. I've never seen one like it; neither has he. Are there others out there in any significant numbers?

HAMMS (HM 6, Bible 1228) Another slogan on this can. A. J. Burgess, #17348, has one which says "From the land of sky blue waters comes the water best for brewing."

HI-LO (GB 45, Bible 1328) One version has the contents printed near the bottom rim in fairly large red type. A 2nd version has them written near the seam. (Scott Johnson, #14931)

OLAND SCHOONER (Bible 3214/3215) Douglas Courtney, #17661, one of our serious Canadian collectors, has sent me a list of nine varieties of these cans. There's not room to print them all but if you're interested drop me a post card and I'll see you get a xerox copy of Doug's list.

OLD GERMAN (Bible 2035) This old flattop has at least two varieties. One in blue lettering at the bottom says "Brewed and Packed by..." (Vic Mertrud, #11372)

PEARL LAGER (PRL 17, Bible 2191) One version has the slogan "The Gem of Fine Beer" in red. Another prints it in black similar to Bible 2190. (Warren Johnsen, #9661)

PEARL (PRL 16) There are three different varieties of this current can. #1 and 2 have the logo slightly smaller

(Continued on page 26)

Brewery briefs

Pittsburgh Enjoys Best Quarter Since 1975

Things are finally looking up in Pittsburgh. According to William F. Smith, Jr., president of the Pittsburgh Brewing Co., the firm showed a profit of over \$300,000 for the third quarter of 1979. Sales were over \$7,000,000 for the quarter and over \$17,500,000 for the nine-month period. During the same quarter in 1978, the company lost almost \$2,500 on sales of \$5,500,000.

Smith said Pittsburgh had its best quarter in sales volume since 1975, and that the increased volume reflects the original goal to develop a solid operating base within the western Pennsylvania marketing area. He said that Iron City, backed by local brand loyalty, is the leading lager in the area. Iron City Light, which accounts for 15 to 17 per cent of brewery sales, is

"expanding its lead" as the number one light beer in the brewery's marketing area.

He said the success of Iron City and IC Light in Pittsburgh confirms the value of traditional brewing process and quality control possible at a local brewery.

"As national brands continue to make beers more and more alike, we feel Pittsburgh Brewing's robust Iron City Lager and the beer taste of Iron City Light give us the main ingredient for success in western Pennsylvania," Smith said.

In addition to their flagship brands, other PBC products are doing well. Robin Hood Cream Ale continues its regional acceptance in Ohio, and Olde Frothingslosh — a staple since 1951 — is now being distributed throughout the eastern U.S. and RoseAle, a new malt liquor, is doing well in North Carolina.

Dixie Deserves a Break Today

Claiming they were saving a tradition as vital to New Orleans as the French Quarter and streetcars, members of the Louisiana Senate have agreed to a \$600,000 a year tax break for Dixie Beer.

The exemption, which gradually will decrease annually, provides help for the last remaining brewery in Louisiana.

"Dixie Beer is like red beans and rice and streetcars," said Sen. Nat Kiefer, D-New Orleans. "It's a spirit of the people. It represents New Orleans and this state and everything that goes with it."

Schmidt Launches New Ad Theme

There's more than a new name and a new can at the Christian Schmidt Brewing Co. in Philadelphia. There's a new marketing approach that's aimed at offering a stern challenge to the national brands.

An extensive television and radio campaign has been launched to promote the new Schmidt's image. David Brenner, comedian with a strong appeal among young adults, is featured in a series of 30-second messages. Based on the theme "To Taste It Is To Love It," the spots appeal to beer drinkers, particularly of national brands, to switch to Schmidt's.

Jones, Point Modernize

All good things don't come in a can. Sometimes they come in a bottle, too. And there will be more bottles of Point and Stoney's rolling out soon, since both brewers are expanding their bottling capacities.

In Stevens Point, a new bottle-filler is being added. At the Jones Brewing Co. in Smithton, Pa., they're going one step farther by adding a new fermentation cellar. This will increase the brewery's annual production capacity from about 150,000 barrels to 175,000 barrels.

How About a Souvenir?

The Dixie Brewing Co. offers one of the most comprehensive collections of souvenirs and general items of interest that you'll find anywhere. In addition to a complete selection of 12-ounce cans produced by the brewery, you can choose from T-shirts, hats, labels, patches, mugs, and even tap knobs.

For a complete price list, write Dixie Brewing Co., 2537 Tulane Avenue, New Orleans, LA 70119.

That's a Long Way for a Pickett's

A University of Iowa fraternity rolled an empty 16-gallon beer keg some 90 miles to the Pickett Brewing Co. in Dubuque, Ia. to raise money for the Muscular Dystrophy Association. About 50 members of the fraternity took turns in moving the keg. It was a two-day trip. Along the route, Iowans handed the students money to donate to MDA.

Completion of the keg's journey was celebrated at Zigi's Tavern (the brewery hospitality facility). The project generated some \$3,000 for MDA. This included a \$250 contribution from the brewery which also provided beer for the end-of-roll celebration.

Hudepohl Display Features Cincy Brewing History

The history of the brewing industry is colorful and exciting, particularly if you live in a city where dozens of breweries once flourished.

So when Cincinnati's Historical Society decided to put on a week-long educational display of industries at Fountain Square, the heart of downtown, Hudepohl Brewing Co. pitched in and came up with one of the finest exhibits.

The 40-foot long by 8-foot high wooden brewing display featured large blown-up photographs, historical copy, point-of-sale materials and bright identification logos of Hudepohl, Hudy Delight and Burger beers.

Bob Pohl, advertising director, has been interested in brewing history for several years and had already written a comprehensive story on Cincinnati's heyday of beer.

Visitors at the Hudepohl display



also received free reprints of an 1898 Brewery Directory, listing 26 breweries in Cincinnati at the time.

Other exhibits at the "Work and Workers" week included the publishing, machine tool, household products and transportation industries.

Comprised of 10 8-foot tall panels, each four feet wide, the display can be separated and new materials attached to it for future specialized events. Hudepohl plans to use it for trade shows, conventions and other community events.

Did You Know . . .

(Continued from page 24)

than does 3. A strange further difference has the zip code on #1 and 3 given as 78215; #3's code, however, is 78206. (Doug Demsko, #12591)

PRIPPS FATOL Our very first Swedish "Do You Know." Christer Loow, #11743, writes of finding two different versions of this gallon can. One has the man next to the bartender looking to the right with three people sitting at the table. The 2nd can has the man looking straight ahead with four people instead.

RUPERT KNICKERBOCKER (Bible 2522) Here is a fascinating variation. Ron Miller #18644, all the way from Ketchikan, Alaska, has discovered a version which instead of the brewery information around the central logo has the words "Withdrawn Free of Internal Revenue Tax for Exportation," in its place (the brewery notice is directly under the word "beer"). Apparently before Alaska became a state in 1959, companies had to ship beer to the military "overseas" with special notices on their cans (similar, I suppose, to a number of British and Scottish cans today). If any of you know more about this story, please write.

SCHLITZ STOUT MALT LIQUOR (SZ 18) David Schlichtman, #16733, has a version with a blue and brown bull instead of the regular blue and black. This doesn't appear to be a misprint since all other black sections are properly colored.

Many thanks also should be sent to George Arnold, #2217, Martin Landy, #78; Bill Duggan, #15593; Phil Cardace, #16829; Peter Reynolds, #11208; Ric Nyberg, #19760; Mark Richert, #17769, and J.A. Kerr, #10964 for their helpful suggestions.

Thank you, each and everyone, for letting me share these several years with you. If you all show the new editor whoever he or she might be, the same consideration you've given me, this column can continue to be among the best in the **News Report** issue after issue. Please don't stop writing in this transition period.

I've promised Larry that I would continue on until he had a new editor and would keep filing everything and then send it all posthaste to the new head. A great many people look at this column regularly and if you wait to see what will happen, there will be an even greater gap than has already been created. So remember my address 11 LaTeer Drive, Normal, Illinois 61761, and keep me posted.

Potpourri forum

Related and unrelated tidbits from the East and other places

By Will Hartlep #3109

Yes, this is a new column, and yes, it looks a little like Jeff Berg's column (even though his doesn't look quite the same anymore). Jeff and I will basically be writing the same sort of thing, with he concentrating on the West and I on the East. What I write will be based part-

ly on what you send me: jokes, stories, gripes, trivia, and whatever you think is interesting. I'll also try to keep on top of sessions and chapter doings at this end of the country. I'll be looking forward to hearing from you.

COLLECTING STUFF:

You've got a basement full of beer cans, and maybe a few trays, tab knobs, signs, coasters, etc., and every now 'n then someone gives you an incredulous look when they're told you collect that stuff. Well, you ain't even got a start on being strange.

Rich LaSusa, Dick Adamowicz, Premium Bill Mugrage, and a few others are collecting brewery bricks. Bet you didn't know that Premium carries three or four around with him in his pockets.

Bill Henderson collects 5x7 photos of breweries, and George Arnold saves stolen German beer steins.

Bob Taylor is saving Tivoli Bock cans. He wants six, one in every grade from mint to five. (Bob has just one now and is looking to trade for others in grade mint to four.)

A lot of people collect bottle caps, but John Vetter #369 has more than anyone else in the world. Honest.

Jeff Berg used to collect beer can collectors' beard and mustache hairs, but that became too disgusting even for him.

Then there's also the guy in Texas who has a room full of old typewriters.

SPEAKING OF BREWERIANA:

One of the most impressive methods of displaying breweriana has to be Hank Herbst's. He's got one item only from each brewery displayed; could be a can or a matchbook or a foamscraper. It looks terrific and it sure beats the socks off rows of Bob's and Andy's.

TIDBITS:

The Johnny Appleseed Chapter is running an Ugliest Can Contest. Is that anything like a Wet T-Shirt Contest?

Johnny Appleseed has also been taking a poll on "What is happening to trade sessions?" They've seen, as many of us have, that attendance is tailing off. The influx of "current" cans seems to be the basis of most replies, which makes sense.

Use-ta-bee, a few years ago, that a current can had a sort of macho charm to it. It was a beer like Potosi, or Duke, or Storz, that guys in some other city bought and drank at a bar, and it felt good to put that can on your shelf. Today it's Little Muskego and Beans 'n Bacon Days. It's a little tough to get excited about trading for them.

Martin Landey had a bunch of great items for this column, but since we're not sure we want to admit that he's an easterner, we're letting Berg print them in his column. Martin also intimated that Jeff had been cloned and that the author of this column was the result. I thought everybody knew that Berg was cloned years ago and the project abandoned when they got a Dan Reitz.

I'm so excited, I can hardly wait for State Line #2 and Railfan #3 and #4 to come out. Gotta get them right away before their trade value goes up to 3-1.

There's nothing on earth as boring as a beer can collector who doesn't want to talk about anything but beer cans.

One of the greatest things to happen to chapter newsletters is the articles on cans of a particular brewery or brand. Capital City and Knickerbocker have done some fine articles.

Members of the Garden State and Knickerbocker Chapters have been partaking in an innovative chapter function lately—the bar tour. They line up eight or 10 bars in their area at which a variety of local and foreign beers are served, and try to hit them all in one evening. The trick would seem to be staying coherent enough by the eighth bar to know what in the heck you were drinking.

While on the subject of drinking, why would anybody pay money for Perrier water when there's beer to be bought. Maybe Perrier reminds them of Coors.

If you've got something interesting you'd like to see in this column, send it to Will Hartlep, 306 Olympia Street, Pittsburgh, PA 15211.

SUPPLY CORNER

CANVENTION IX COMMEMORATIVE CAN

The official can available only to those members who did not receive one at the national Convention. \$3.00 each. (Limit one per member.)

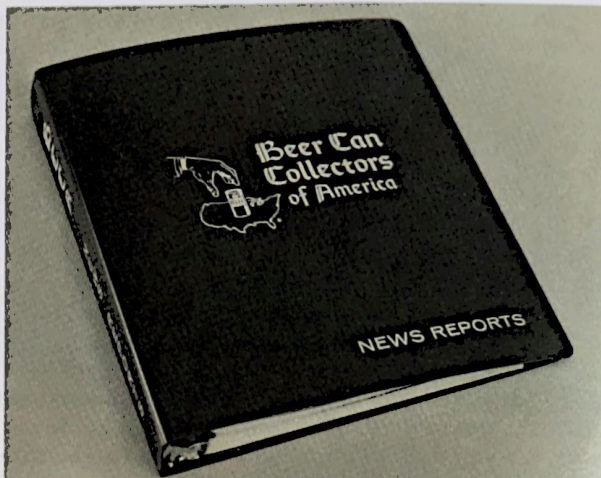


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BACK ISSUES OF NEWS REPORT. All back issues are available to members. 1971, 1972, 1973 issues are 50¢ each. 1974 to present are \$1 each.

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BCCA Belt Buckle, \$3.50 ea.	_____
BCCA Iron-On, \$1.00 ea.	_____
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The Beer Can, \$4.00 ea.	_____
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Convention IX Can, \$3.00 ea.	_____
(Limit one per member)	_____
News Report 3-ring binders, 2 for \$5.00	_____
Window Decals, 3 for \$1.00	_____
Embroidered Emblems, \$1.00 ea.	_____
Trading Cans I.D. Labels, \$3.75 per roll	_____
Bumper Stickers, 3 for \$2.00, 75¢ ea.	_____

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STREET _____
CITY _____
STATE _____ ZIP _____
BCCA# _____ AMT. ENCLOSED \$ _____

Emporium . . .

(Continued from page 10)

- Feb 10 **Sangamon Valley**; Springfield, IL; Kent Newton, #7100 or Rick Garner, #12218
- Feb 10 **Pickwick** (Tentative - Subject to Change) Framingham, MA, Sharpshooters Hall; Keith Whitmore, #3540
- Feb 18 **McDonnell Douglas**; MDC Bldg. 33, Cafeteria, 6:30 PM; Chuck Schwend, #16601 or Jimx Reed #5027
- Feb 24 **JANET'S BIRTHDAY**
- Feb ? **49er**; Stockton, CA; Warren Hardaker, #696
- Feb ? Rhode Island Members of BCCA; So. Kingston, RI, Peace Dale Library, 1-3 PM; Bob Joyce, #19476, RFD 5, So. Weeden Rd.; Matunuck, RI 02978
- Mar 1 **Buckeye**; Toledo, OH, 6TH ANNUAL TRADE SESSION, Local 14, U.A.W. Hall, Jackmean Rd., 10 AM - 3 PM; Dick Adamowicz, #344 or JERRY BOCIAN, #8768 (great guy!!)
- Mar 7-8 **Keystone**; SPRING THAW THING, Gettysburg, PA; Barney Brady, father of Chip Brady, #4980
- Mar 8 Come to the Sunny South and join the **Gator Traders** for lots of BEER and some trading. Bob (#682) and Marcella (#3715) Schinski, Clearwater, FL; 813/784-0762
- Mar 8 **Packer**; Pulaski, WI, Patio Ballroom Behind the Stop-Inn Tavern, 9:30 AM -3:30 PM; Food & drink Available. RAF-FLE !!!!; Dennis Kreczka, #6048
- Mar 9 **Blue Room**; Location TBA; Morrie McPherson, #434
- Mar 10 **McDonnell Douglas**; MDC Bldg 33, Cafeteria, 6:30 PM; Chuck Schwend, #16601 or Jimx Reed, #5027
- Mar 13-16 **FIFTH ANNUAL WESTERN STATES MINI-CANVENTION** hosted by the **Sierra** Chapter at the Showboat Hotel in Las Vegas. All reservations - Ray Lyons, #3650; Chairman - Carl Grumblatt, #12451
- Mar 14-16 **Queen City**; Cincinnati, OH, 4TH ANNUAL LUCK OF THE IRISH MINI-CANVENTION; Harley Hotel I-71 and Rts. 22 & 3. Louise Durbin #859 or Bill Luers, #10523
- Mar 16 **Windy City**; Cicero, IL; Ron Jones, #1236
- Mar 21-22 **Schell's Border Batch**; Albert Lea, MN, 1ST ANNUAL B.B.B.S., 21st - Hospitality Room, 22nd - Trading & Dinner Dance; Bob Vierkant, #11214
- Mar 23 **Cape Cod**; Fall River, MA area; Ralph

Collins, #14826 or Ralph Whitcher, #9298

- Mar 23 **Coal Cracker**; Larksville, PA, St. Anthony's Hall; Dave Thomas, #9777
- Mar 27 **Gateway**; Brentwood, MO, American Legion Hall, 6:30 PM; Pat Kreyling, #16661
- Mar 30 **Pioneer City**; BEAUTIFUL DOWNTOWN MARIETTA OHIO IS THE SITE OF THE 6TH ANNUAL BIG, GIGANTIC TRADE SESSION AT THE NATIONAL GUARD ARMORY ON FRONT ST.; Contact Professor S. Roger Kirkpatrick, #1583
- Mar ? **Yankee**; Spring Trade Session, (tentative); Mike Fish, #12688
- Apr 6 **Grand Prize**; Houston, TX, Memorial Park, 1 PM - ?; Rod Mac Donald, #15509
- Apr 6 **Aztec**; San Diego Area, Location TBA; Al Taschner, #4914
- Apr 12 **Garden State**; Princeton, NJ, SUPERSWAP V; Jim Manning, #3802
- Apr 13 **Westmont Stroh's**; Westmont, IL, Laborer's Union Hall, 12 W. Ogden Ave, 10 AM - 4 PM; Richard Johnson, #9492
- Apr 14 **McDonnell Douglas**; MDC Bldg. 33 Cafeteria, 6:30 PM; Chuck Schwend, #16601 or Jimx Reed, #5027
- Apr 18-26 **Bofferding**; 5th Annual Overseas Tour to Sweden, Denmark, & Norway. Planned are tours of TUBORG, CARLSBERG, & PRIPPS; other breweries & Swedish can factory. John Ahrens, #9
- Apr 25-26 **CAPE COD 1ST ANNUAL MINI-CANVENTION** at the Rodeway Inn, 296 Burnett Rd., Chicopee, MA, Rt 90, Mass. Turnpike, Exit 6; Ralph Collins, #14826 or Ralph Whitcher, #9298
- Apr ? **Dakota**; Aberdeen, SD, 3RD ANNUAL SPRING FLING; Dave Nagle, #5591
- Apr ? **49er**; Fresno, CA, Roeding Park; Warren Hardaker, #696
- May 11 **Sangamon Valley**; Springfield, IL; Kent Newton, #7100 or Rick Garner, #12218
- May 17-18 **Southern Tier**; Deposit, NY, 6TH ANNUAL "TRADING ALL WEEKEND" SESSION, BCCA Members and their families only. Marie Lillie, #2590 or Pete Hempstead, #689

Please mail all trade session info, compliments, root beer cans, birthday presents (mine and hers), calling cards, and monetary donations to:

Mark C. Ferguson #5836
1131 Ralston Ave.
Barboursville, WV 25504

Beer Can Collectors of America®

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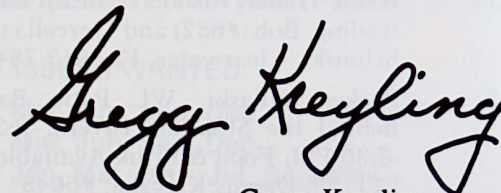
THE BEER CAN COLLECTORS OF AMERICA was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 10,000 members in all fifty states and in seventeen foreign countries. There are no prerequisites for membership in the BCCA, only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

HERE ARE SOME OF THE BENEFITS OF BELONGING TO THE BCCA:

1. YOU RECEIVE a Composite List in the spring of 1980 showing all canned beer brands known to our members. You can use this as a check list against your own collection.
2. YOU RECEIVE a Roster containing the names & addresses of all fellow members. This is most helpful when trading by mail, phone or in person.
3. YOU RECEIVE your official Membership Card which is proof of membership for the year your dues are paid. This card entitles you to all the rights and privileges of a member of the BCCA.
4. YOU RECEIVE an official BCCA windshield decal, the BCCA embroidered emblem and a BCCA iron-on.
5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
7. YOU HAVE THE RIGHT to attend our Annual CANvention. The News Report will contain details about the CANvention which is held yearly in September.
8. YOU RECEIVE a semi-quarterly (8 issues per year) Want Ad Bulletin containing many possible trades. (A small charge is applied for placing ads. A coupon for one (1) free ad will accompany each new membership.)

We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA is a trading club, and the buying and selling of cans amongst members is strongly discouraged.

IT'S MORE FUN AND EASIER TO TRADE FOR A CAN THAN TO BUY IT.



Gregg Kreyling
Secretary, BCCA

Applicants Please Read By-Laws on Reverse Before Filling Out This Application.

MEMBERSHIP APPLICATION

B.C.C.A.# _____

FOR OFFICE USE

NAME (LAST, FIRST, MIDDLE INITIAL) _____

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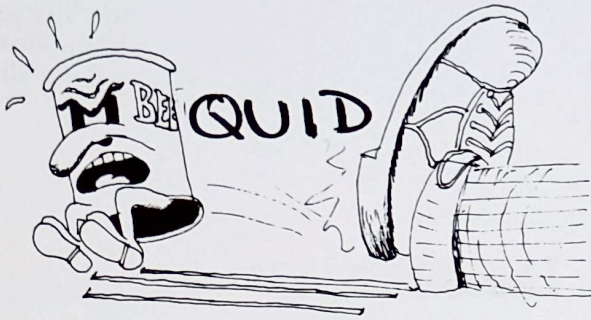
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Enclose a check or money order **NO CASH PLEASE** for \$18.00 (23. for foreign members) to cover initiation fee of \$3.00 and annual member dues for the year 1980 in the Beer Can Collectors of America of \$15.00 (\$20.00 foreign members). \$3.00 of this amount is for a subscription to the Beer Can Collectors News Report for one year. Return this bill form with remittance. **Members who join after October 1st** will be paid for the balance of the present year plus all of the following year.

Please make check payable to BCCA and mail to: BCCA 747 Merus Ct., Fenton, MO 63026



By Jeff Berg #799

Okay troops. First Column under the new editor, Mr. Freeze. So, perhaps just this once I will be forced to behave myself. I'll sure try!

NEW ADDRESS . . . to send things to this column, DO NOT SEND THEM to St. Louis, or to Larry or Lonnie, either. Nor, should you send them to Wyoming. I have departed that fair state for a close by, much different state, that being the land of CJ-7's, blow dry boys, trimmed mustaches, and down vests . . . Colorado. So, if you want to see your name in print, send it to:

JEFF BERG, #799

440 E. Cheyenne Mountain Blvd.,
Apt. C-14

Colorado Springs, Colorado 80906

This qualifies as one of the world's longest addresses . . .

Lots of good stuff sent in this time. Keep it coming, as I sure get tired of making it up!

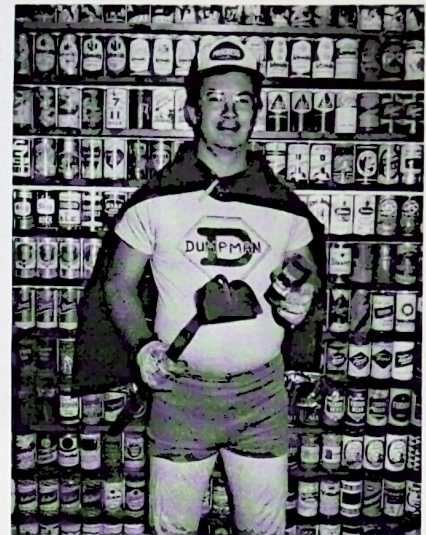
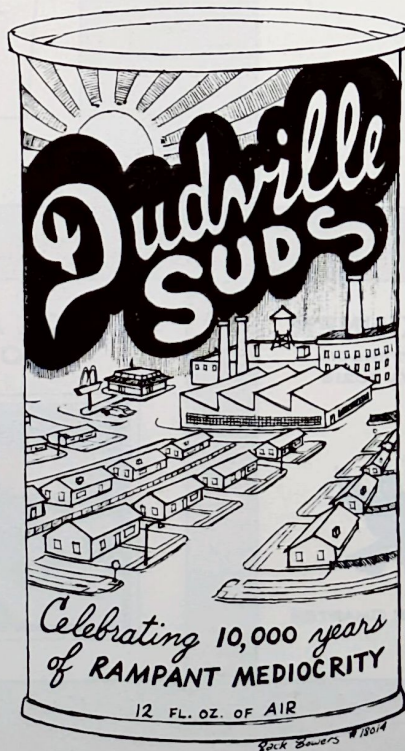
Even Martin Landey is getting around to this! Martin sent us the following information and design, which is great! Martin wrote to report that the 2 Connecticut chapters, Nutmeg and Red Fox, were NOT going to rumble over the rights to the Hull's Angels name. However members of both chapters have been showing up wearing leather jackets with the emblem!!



Mr. Landey is also responsible for the following BCCA All Time Great Baseball Team . . .

Manager—Miller Huggins; Coaches—Chief Bender, Chris Cannizzaro, Harmon Killebrew, Bill Lauterborn, Dutch Zwilling; 1b—Mickey Vernon, Art Croft, Cecil Cooper; 2b—Billy Martin, Nellie Fox, Frank Jones; SS—Honus Wagner, Bill Knickerbocker, Ed Busch, Bud Harrelson; 3B—Mike Schmidt, Willie Kamm, Eddie Foster, Jesse Joffmeister, Clarence Huber, Bob Maier; OF—Lou Brock, George Foster, Willie Horton, John Bass, Ernie Diehl, Pete Fox, Mule Haas, Dutch Holland, Ed Pabst, Joe Schultz, Ed Stroud; C—Ernie Krueger, Bill Fischer, George Gibson, Walker Cooper; P—Mort Cooper, Joe Dawson, Red Ehret, Warren Hacker, Dixie Walker, Moose Haas, Huck Betts, Haskel Billings, John Fitzgerald, George Goetz, Burt Keely, Clarence Mitchell, John Tudor, Al Worthington.

Not Bad!!



Here he is. Almost live and almost in person. DUMPMAN! Mild mannered collector with sweet wife by daytime and by night, but on weekends, he dashes to the nearest likker store to change to DUMPMAN! And, nice person accomplice, GALLONS! Although not pictured. In actuality, they are Steve and Sheryl Van Slyke. And are both semi-crazy people. Steve sent us another picture, of someone named Carl Covell, in an unusual position, but I don't think we should print it just yet. However, KC's Best November Chapter report is a bit more daring.

AND . . . you can make your own Light beer . . . just by adding Perrier to your favorite brewsky . . .

Bill Verkuilen, #9928 sent me a dozen Q's. How quaint. And some new commemoratives that he acquired . . . Goerke's Corners 3rd Annual Five Card Stud Poker Marathon And Midnight Fist Fight Lager Beer," and a new set . . . Every Now and Then We all Get Together And Throw A Festival Just To Make A Limited Edition Beer Can Festival In New Ulm, Minn. Held on Sept. 31st. Grand.

The mysterious misplaced artist of an issue or two ago has identified himself, and rewarded us with the newest rendition of beer can tomfoolery. It is from, #18014, Pack Bowers. Yes, it's ? not J. Pack also sent along some info about a couple of imaginary brands that might not be imaginary. They are Sound Beer which was supposedly a brand made by Bosch in the 60's, and from the pages of Even Cowgirls Get the Blues . . . on page 42, the town of Richmond, Va., is described . . . "its morning sun rays reflecting off South Side beer cans." OK, where are they all????

D.D.--World's First News Report "Proposal." Please!

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